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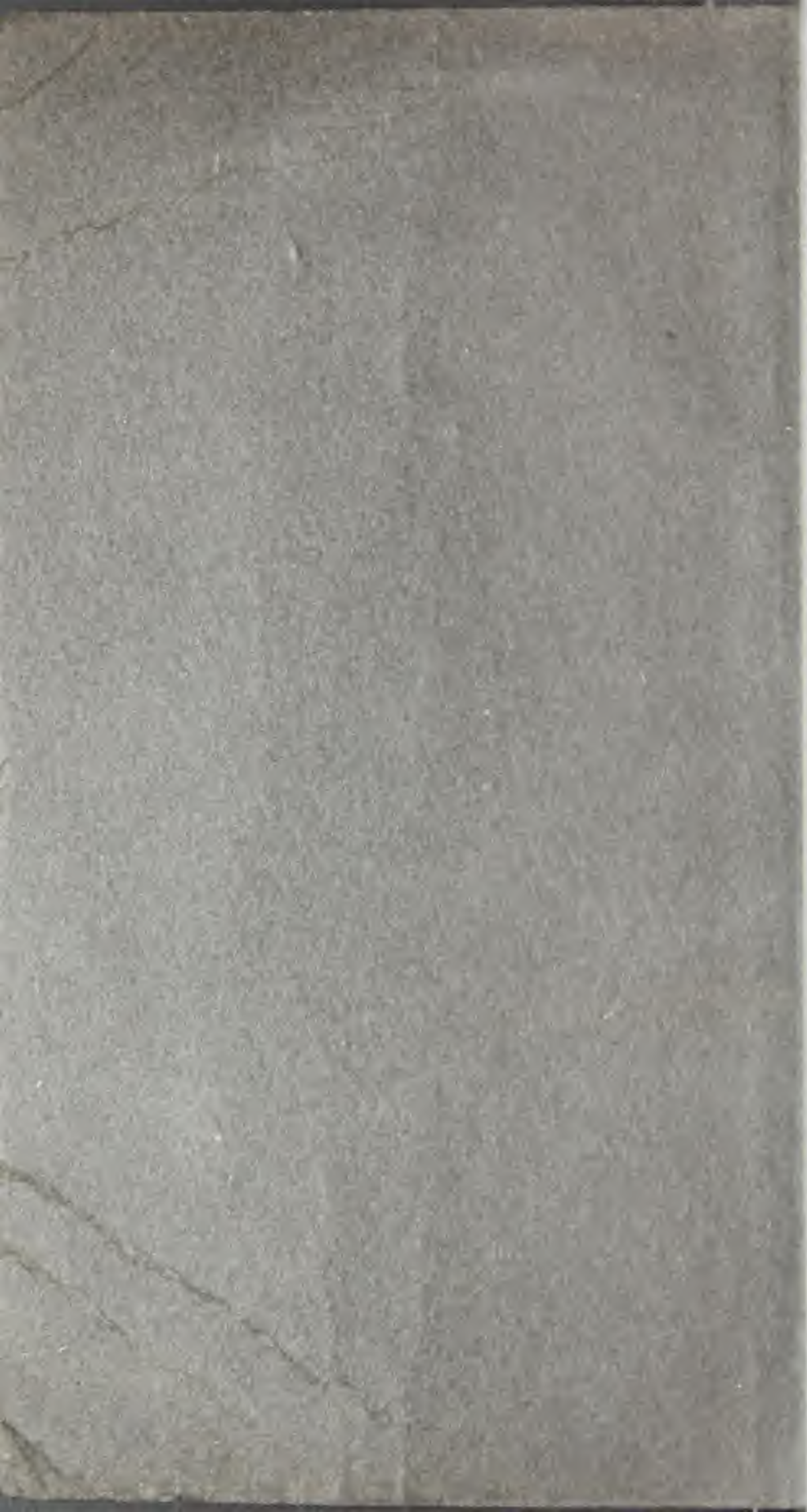




DOMINION  
LINOLEUM  
FLOOR OILCLOTH  
FELTOL  
TABLE OILCLOTH

1926









This is the best known trade-mark in the floor covering trade. It appears as a label on the face of all genuine Dominion Floor Coverings. People naturally look for it when buying and the sale is half won when they see it.

CUSTOMERS DEMAND "DOMINION"





*This is our 1925 Exhibit at the Canadian National Exhibition, covering over 400 square feet. It was attractively arranged and showed to thousands of people the many lines we manufacture.*



# Dominion Oilcloth and Linoleum Company, Limited

*Head Office and Factories:*

1192 ST. CATHERINE ST., EAST  
M O N T R E A L

TELEPHONE: CLAIRVAL 0700

*Toronto Sales Office:*

410 METROPOLITAN BUILDING  
T O R O N T O

TELEPHONE: MAIN 3218

*Distributors:*

WHOLESALE DRY GOODS TRADE

ORDERS SUBJECT TO APPROVAL  
HEAD OFFICE AND PRICES SUB-  
JECT TO CHANGE WITHOUT NO-  
TICE F.O.B. WORKS, MONTREAL

## OUR PRODUCTS

INLAID, GRANITE AND JASPE LINOLEUM, BATTLESHIP,  
PLAIN AND PRINTED LINOLEUM, LINOLEUM RUGS,  
FLOOR OILCLOTH AND OILCLOTH RUGS, CORK CAR-  
PET, PASSAGE LINOLEUM, STAIR OILCLOTH, FELTOL,  
RUG SURROUND AND PARQUET, TABLE AND ENAM-  
ELLED OILCLOTH, SANITILE WALL COVERING, SHELF  
OILCLOTH. BROCADE TABLE COVERS, WALL BURLAPS,  
WATERPROOF LINOLEUM CEMENT, LINOLEUM  
ADHESIVE, LINOLEUM TRUCKS, ETC.



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## CODE WORDS AND HOW TO USE THEM

In addition to Code Words on each page the following Code for widths is to be used in conjunction therewith:—

Code word for	2/4 width.....	"WAMPUM"
Code word for	5/8 width.....	"WANDER"
Code word for	3/4 width.....	"WARBLE"
Code word for	4/4 width.....	"WARDEN"
Code word for	5/4 width.....	"WARDROBE"
Code word for	6/4 width.....	"WAVERING"
Code word for	8/4 width.....	"WELKIN"
Code word for	10/4 width.....	"WHARFINGER"
Code word for	12/4 width.....	"WHELTER"
Code word for	16/4 width.....	"WHELMING"

To designate quantity required, use merely the words five, six, etc., as "SIX WELKIN DEWALD" meaning "Six pieces 8/4 design 4147."



## PREFACE



**I**N this, the 1926 edition of the Dominion Dealers' Handbook, you will find many new and interesting features. Foremost among the innovations is the section devoted to Dominion Inlaid Linoleums while the section on Dominion Battleship Linoleum is made more comprehensive than ever by the inclusion of Dominion Jaspé and Granite Linoleum.

Handy in size, complete in detail and with patterns shown in actual colors, the Dominion Dealers' Handbook is meant for profitable every-day use. It will help you sell as well as order.

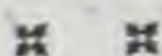
Use it for both branches of your business. Read over its many useful hints for stocking, handling and selling. Study the illustrations of typical linoleum room treatments and show them to your customers. Make use of the free display materials and electro service offered in its pages.

The Handbook also contains valuable data on Dominion Table Oilcloth, Sanitile, Feltol, Leatherettes, Brocades, Damasks, Decorative Wall Burlaps and other Dominion products with timely hints on how to sell them. Convenient tables of weights and laying instructions are shown as well.

After going over this book and using it for a week, you will readily vote it the most useful book in your store. Put it to work for you without delay. Let it help make 1926 a record year for Dominion Products, the only complete line of its kind in Canada, low in price and high in quality. There are 206 designs to choose from.



## WE HELP YOU SELL THE CONSUMER



**O**UR first interest is **your** sales because they are what make our sales possible. We like to ship your orders but, after all, that is only the start. The goods must move out to the homes of your customers, the place where they belong. Therefore, we back your selling effort up in every possible way.

### Plenty of Display Material Free

Window and floor display material are yours for the asking. They include specially designed cutouts and show cards, patterns reproduced on paper for making up dummy rolls, swatches, etc. These selling helps are time-proved business getters. They attract the prospect's attention and implant a desire to see the product itself. Besides supplying the material, we show you how to use it to the best advantage.

### Dealer Electro Service

Here is another valuable feature of our dealer co-operation. This free newspaper electro service offers a wide range of attractive Dominion Linoleum cuts designed specially for your use and ideal for insertion in local advertising. They effectively tie you up with the big national campaigns we run and give your advertisements an air of distinction that assures their being read. Write for electros whenever you need them, mention the size of the advertisements you intend running. Remember, this service costs you nothing.



## "Linograms"

"Linograms" is an interesting broadside in colours, issued periodically to keep you posted on our national advertising, on the latest display treatments, on new lines and on special sales features and arguments. It keeps you in close touch with Dominion products and the policy behind them. Every dealer is on our mailing list and is sure to receive each issue. Read "Linograms" carefully. You will find it very helpful.

(For papers please copy.)  
DAVIDSON—At the Saint John General Hospital on Aug. 7, 1945, Rebecca Davidson, in her 81st year, widow of Thomas Davidson, and daughter of the late Mr. and Mrs. Joseph Brown of St. Martins, N. B.

Resting at Brennan's Funeral Home, 111 Paradise Row, where funeral service will be held on Thursday at 1.30 p.m. Interment at Brown's Cemetery, West Quaco.

### **Mrs. R. Davidson, St. Martins, Dies**

Mrs Rebecca Davidson, last surviving member of the family of the late Mr. and Mrs. Joseph Brown of St. Martins, died today at the General Hospital. She was in her 81st year.

Born at St. Martins, Mrs. Davidson had lived practically all her life at that early shipbuilding centre, and was a member of the Baptist Church there.

The funeral will be held on Thursday afternoon at 1.30 from Brennan's Funeral Home, 111 Paradise Row, where the body is resting, and interment will be at West Quaco in Brown's Cemetery.

*Paper Dummies made up and ready for  
window display.*



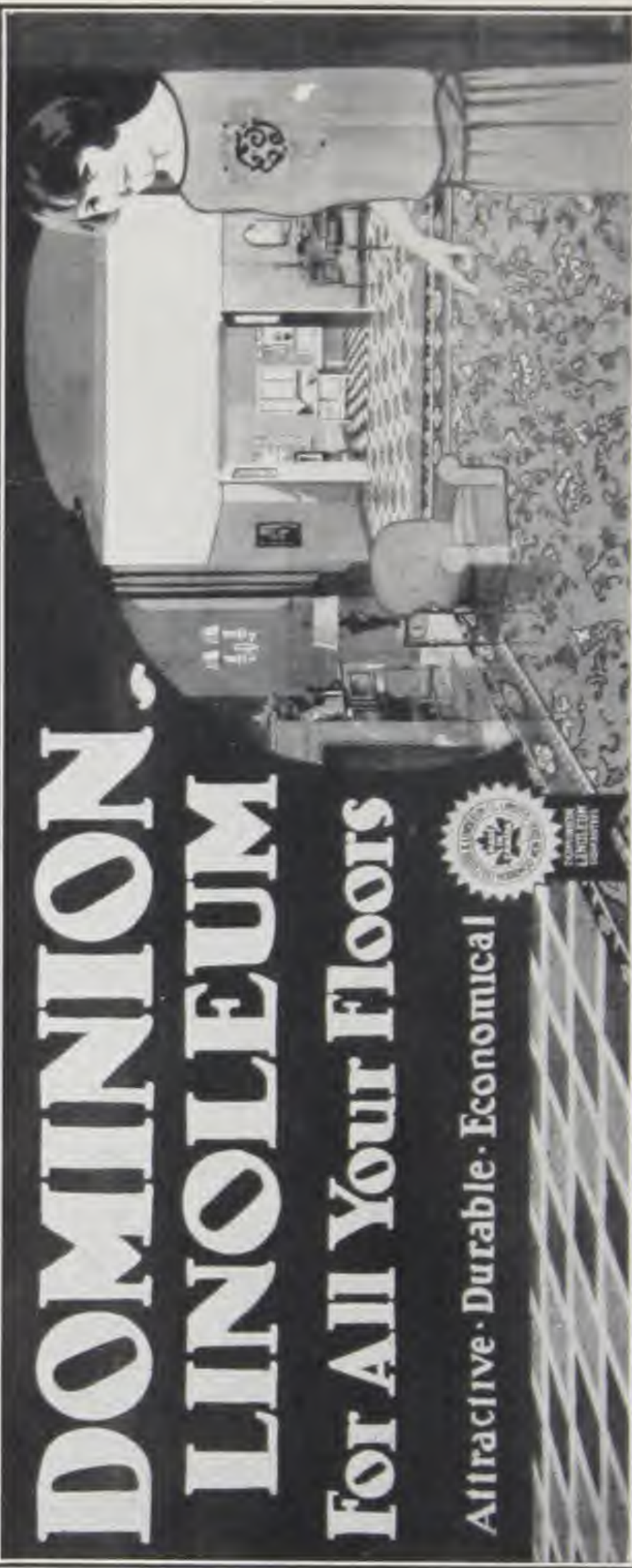
# DOMINION. LINOLEUM

## For All Your Floors

Attractive · Durable · Economical



DOMINION  
LINOLEUM  
CORPORATION



*This is a reproduction of the twenty-four page poster which was shown on the boards from Coast to Coast last Spring. Think of the sales-creating value of such a display. More will follow.*



## NATIONAL ADVERTISING



THE quality and scope of Dominion Linoleum advertising is thoroughly in keeping with the excellence of the product itself. Season after season we have released outstanding campaigns of National advertising covering every locality in each Province. Newspapers, farm papers and magazines, the biggest and best of their kind in Canada, carry the message of Dominion Linoleum into practically every home. The cumulative effect of this past advertising can hardly be measured and each season we prepare our new campaigns with renewed zest and determination to outdo former efforts.

We are sure you will be pleased with our 1926 programme, which embraces smashing big-space campaigns on Dominion Inlaid Linoleum, Dominion Linoleum Rugs, Dominion Linoleum by the yard and Dominion Battleship Linoleum. The list of publications carrying this copy will be bigger and better than ever; the art treatment and copy appeal improved and strengthened, the whole being supplemented and strengthened by a striking Poster campaign. The result is that more and more prospects will be created to speed up your turnover and add to your profits.

### **Make the Most of this Opportunity**

See that you are thoroughly prepared to reap the benefit of this advertising. We will gladly give you schedule dates. Keep your windows and floors dressed with Dominion display material. Actively identify yourself as a Dominion Dealer. Enthuse your clerks. In other words, by going after the business our advertising is creating, as if you really meant to get it, you'll land a bigger share than ever.



## DOMINION INLAID LINOLEUM

### DOMINION INLAID LINOLEUM

People have always wanted Inlaid Linoleum but only the wealthy few could afford to pay the price for imported goods. To-day, Dominion Inlaid Linoleum made in Canada, is sold at prices within the reach of everyone. This opens a splendid opportunity to Dominion dealers. The designs and colourings are especially beautiful and have a strong appeal to discriminating housewives who want the best floors obtainable for their homes. The design goes right through to the back of Dominion Inlaid Linoleum. It cannot wear off. Dominion Inlaid Linoleum may be polished with wax. Make a special effort on Dominion Inlaid Linoleum this year. Large stocks available at your jobber's for immediate delivery.



Pattern 7023

Code word "INAQUOS"  
Made in 8/4 only



# DOMINION INLAID LINOLEUM



**Pattern 7022**

**Code word "INAQUA"**

Made in 8/4 only



**Pattern 7021**

**Code word "INAPSE"**

Made in 8/4 only



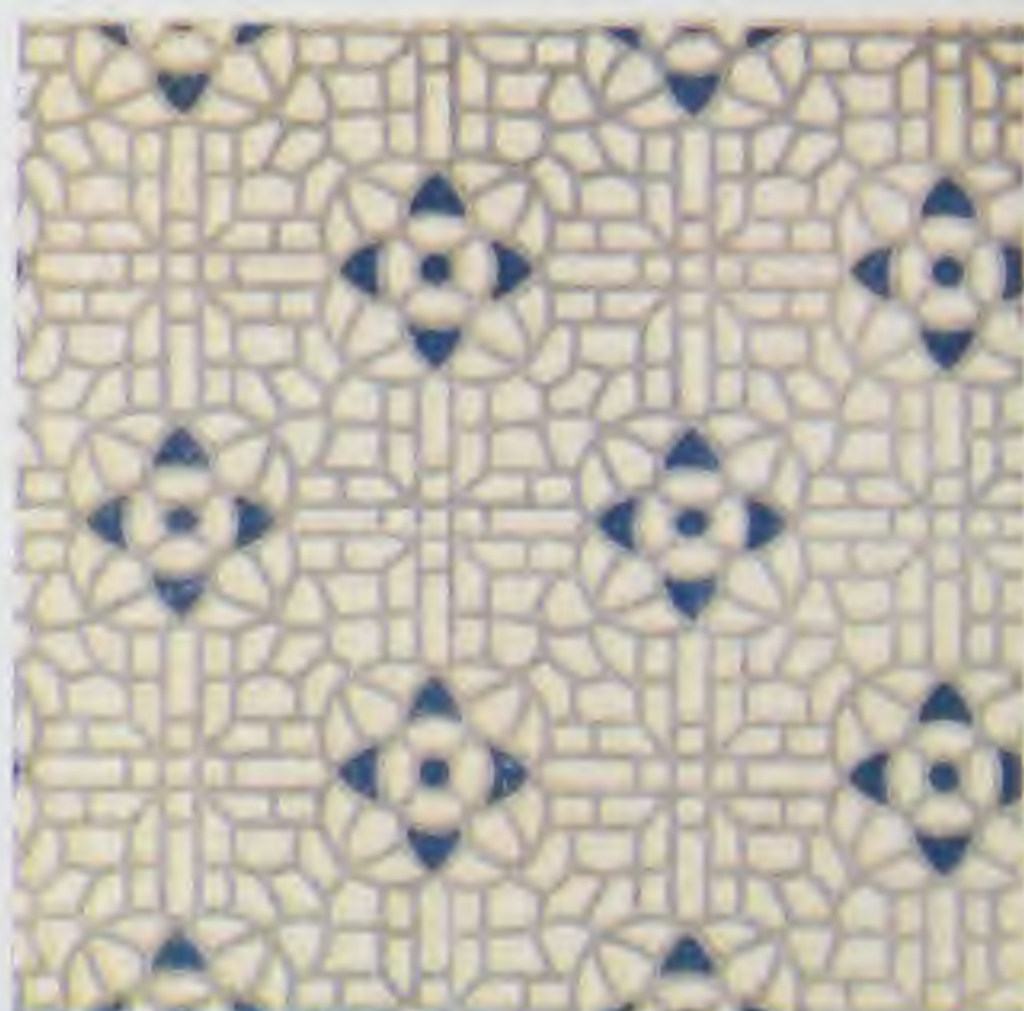
## DOMINION INLAID LINOLEUM



**Pattern 7020**

**Code word "INAPOST"**

Made in 8/4 only



**Pattern 7019**

**Code word "INANTS"**

Made in 8/4 only







## DOMINION INLAID LINOLEUM



Pattern 7018

Code word "INANODE"

Made in 8/4 only



Pattern 7017

Code word "INANOS"

Made in 8/4 only



DOMINION INLAID LINOLEUM



Pattern 7016

Code word "INQUOTE"

Made in 8/4 only



Pattern 7015

Code word "INAPT"

Made in 8/4 only



## DOMINION INLAID LINOLEUM



Pattern 7014

Code word "INANITY"

Made in 8/4 only



Pattern 7013

Code word "INANITION"

Made in 8/4 only



# DOMINION INLAID LINOLEUM



Pattern 7012      Code word "INANIMATE"  
Made in 8/4 only



Pattern 7011      Code word "INANGULAR"  
Made in 8/4 only



## DOMINION INLAID LINOLEUM



**Pattern 7010**

**Code word "INANE"**

Made in 8/4 only



**Pattern 7009**

**Code word "INAIDABLE"**

Made in 8/4 only



## DOMINION INLAID LINOLEUM



**Pattern 7007**      **Code word "INADEQUACY"**  
Made in 8/4 only



**Pattern 7006**      **Code word "INACTIVELY"**  
Made in 8/4 only



## DOMINION INLAID LINOLEUM



Pattern 7005

Code word "INADHESION"

Made in 8/4 only



Pattern 7004

Code word "INACTION"

Made in 8/4 only



## DOMINION INLAID LINOLEUM



**Pattern 7003**

**Code word "INACCORD"**

Made in 8/4 only



**Pattern 7002**

**Code word "INACCURACY"**

Made in 8/4 only



## D QUALITY DOMINION LINOLEUM

### DOMINION LINOLEUM

(D Quality)

Here is the finest printed linoleum made. Extra thick, (2.05 M.M.) long-wearing and resilient, and made in many quick-selling designs, most of them in 8/4 and 16/4 widths. You'll enjoy a steady demand for this Dominion Linoleum. Its moderate price, self-evident quality appeal to women everywhere—particularly those who pride themselves on being keen judges of value. Make Dominion Linoleum (D Quality) the backbone of your floor covering department.



Pattern 4154

Code word "DEWEB"

Made in 8/4 and 16/4



D QUALITY DOMINION LINOLEUM



Pattern 4153

Code word "DEWAXO"

Made in 8/4 and 16/4



Pattern 4152

Code word "DEWATA"

Made in 8/4 and 16/4



D QUALITY DOMINION LINOLEUM



Pattern 4151

Code word "DEWASH"

Made in 8/4 and 16/4



Pattern 4150

Code word "DEWECO"

Made in 8/4 and 16/4



D QUALITY DOMINION LINOLEUM



Pattern 4149

Code word "DEWANE"

Made in 8/4 and 16/4



Pattern 4148

Code word "DEWALDOR"

Made in 8/4 only



## D QUALITY DOMINION LINOLEUM



Pattern 4147

Code word "DEWALD"

Made in 8/4 only



Pattern 4146

Code word "DEWAGOS"

Made in 8/4 and 16/4



D QUALITY DOMINION LINOLEUM



Pattern 4145

Code word "DEWACAD"

Made in 8/4 and 16/4



Pattern 4144

Code word "DEWAC"

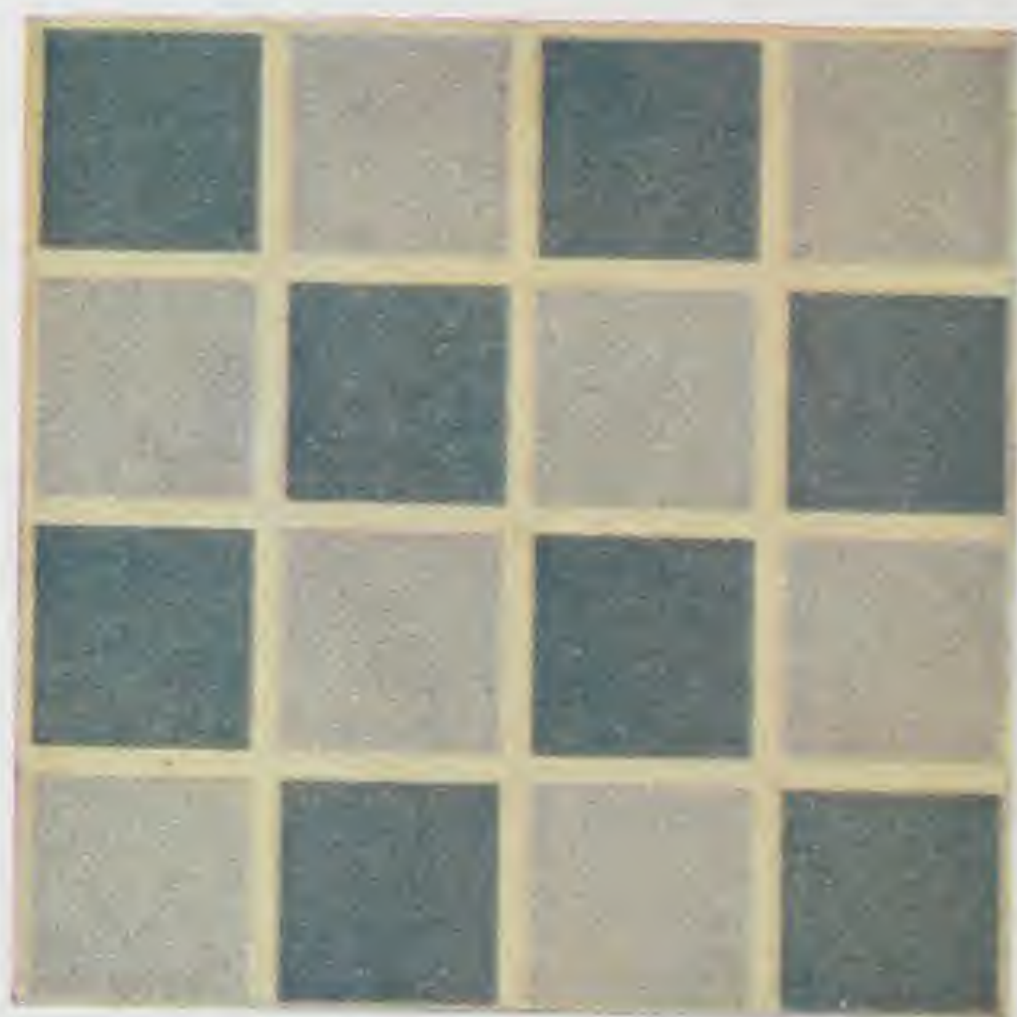
Made in 8/4 only



D QUALITY DOMINION LINOLEUM



Pattern 4142      Code word "DEVIDUSTA"  
Made in 8/4 only



Pattern 4140      Code word "DEVIDACK"  
Made in 8/4 only



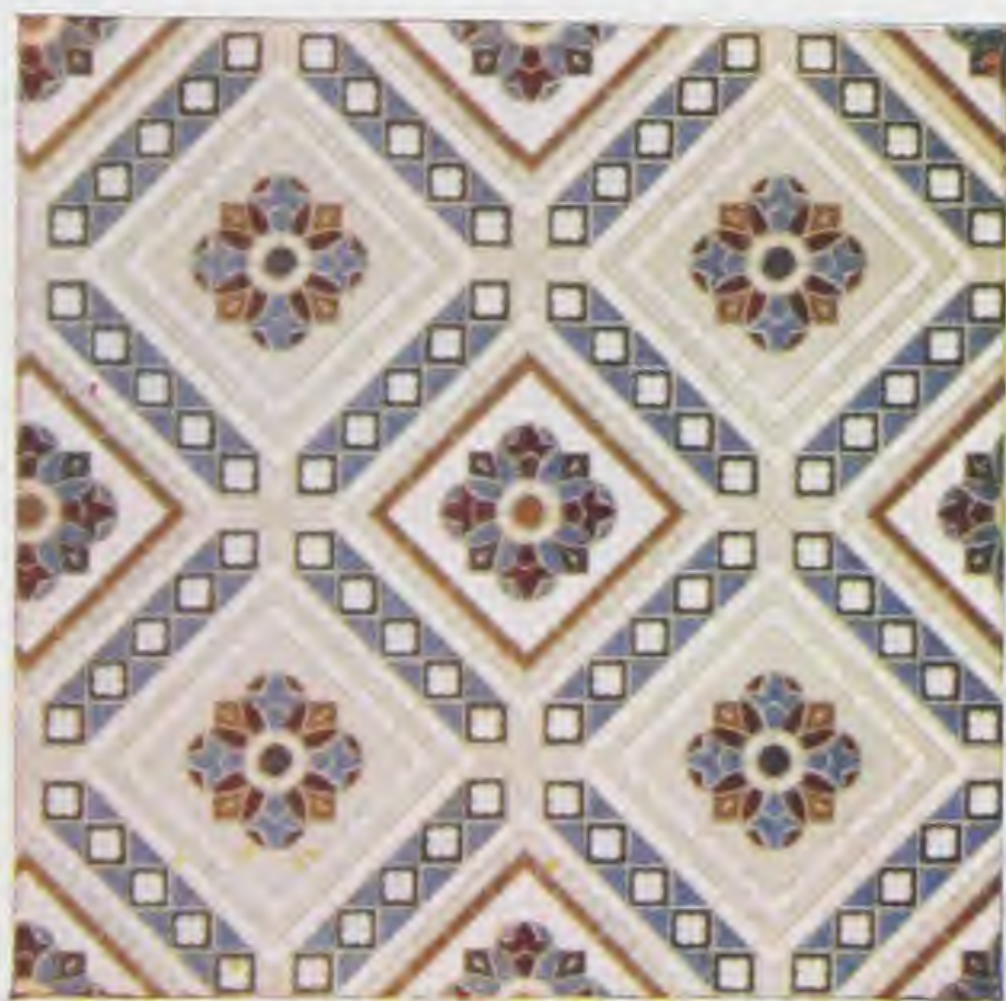
D QUALITY DOMINION LINOLEUM



Pattern 4139

Code word "DEVIDA"

Made in 8/4 only



Pattern 4138

Code word "DEVICE"

Made in 8/4 only



D QUALITY DOMINION LINOLEUM



**Pattern 4137**

**Code word "DEVIATED"**

Made in 8/4 only



**Pattern 4120**

**Code word "DESPUTE"**

Made in 8/4 only





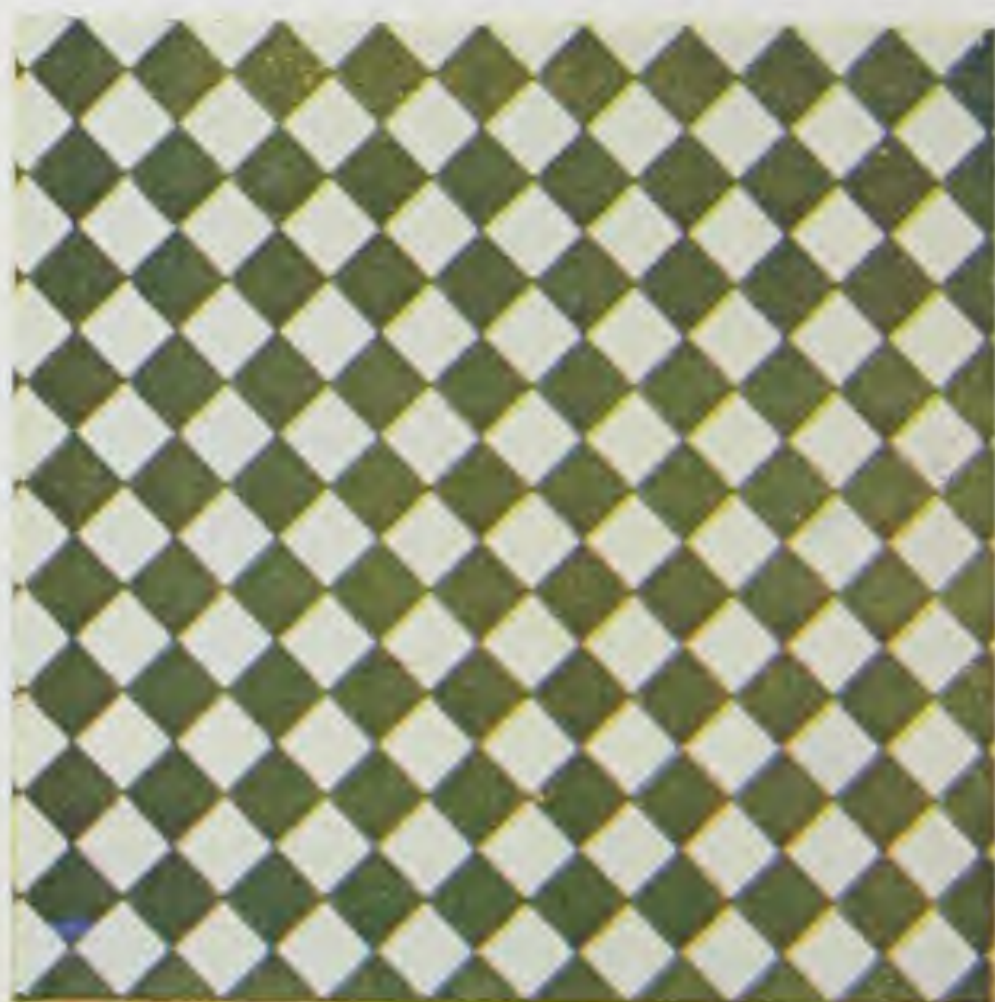
*Dominion Linoleum has always been recognized as the ideal floor for bathrooms. It is wonderful, sanitary, easy to clean and always looks bright and cheerful. In the above illustration, "D" Quality Linoleum, No. 4112 is shown on the floor, Dominion Sanitary Wall Covering, pattern No. 1007 and Dominion Cork Bat Mat, No. 403.*



## D QUALITY DOMINION LINOLEUM



Pattern 4112      Code word "DESISTING"  
Made in 8/4 only



Pattern 4111      Code word "DESIPIENT"  
Made in 8/4 only



D QUALITY DOMINION LINOLEUM



**Pattern 2175**

**Code word "DEPENDABLE"**

Made in 8/4 only



**Pattern 2067**

**Code word "DAFTLESS"**

Made in 8/4 only



# D QUALITY DOMINION LINOLEUM



Pattern 2024

Code word "DADOLESS"

Made in 8/4 only



Pattern 2023

Code word "DACAPO"

Made in 8/4 only



## E QUALITY DOMINION LINOLEUM

### DOMINION LINOLEUM

(E Quality)

An exceptionally fine Dominion product, somewhat lighter in weight than Dominion Linoleum (D Quality), but exceedingly durable. There are many attractive patterns made in 8/4, 12/4 and 16/4 widths, that sell on sight. A good line to have in stock—low in price, high in quality. Sells steadily to people who must study their expenditures closely, yet are desirous of enjoying the comfort and beauty of Dominion Linoleum floors. Push this, the largest selling line in any Linoleum Department.



Pattern 5233

Code word "ELGUZOT"

Made in 8/4, 12/4 and 16/4



## E QUALITY DOMINION LINOLEUM



Pattern 5232      Code word "ELGUZAM"  
Made in 8/4, 12/4 and 16/4



Pattern 5231      Code word "ELGUZY"  
Made in 8/4 only



E QUALITY DOMINION LINOLEUM



Pattern 5230

Code word "ELGUYER"

Made in 8/4 only



Pattern 5229

Code word "ELGUT"

Made in 8/4 only



E QUALITY DOMINION LINOLEUM



Pattern 5228

Code word "ELGUSH"

Made in 8/4 only



Pattern 5227

Code word "ELGURO"

Made in 8/4 only



E QUALITY DOMINION LINOLEUM



Pattern 5226      Code word "ELGUME"  
Made in 8/4 only



Pattern 5225      Code word "ELGUL"  
Made in 8/4 only



## E QUALITY DOMINION LINOLEUM



Pattern 5224

Code word "ELGULCH"

Made in 8/4 only



Pattern 5223

Code word "ELGUIB"

Made in 8/4 only



E QUALITY DOMINION LINOLEUM



Pattern 5222

Code word "ELGUFF"

Made in 8/4 only



Pattern 5221

Code word "ELGUAVA"

Made in 8/4 only



E QUALITY DOMINION LINOLEUM



Pattern 5220

Code word "ELGUARD"

Made in 8/4 and 16/4



Pattern 5219

Code word "ELGUAN"

Made in 8/4 and 16/4



E QUALITY DOMINION LINOLEUM



Pattern 5218

Code word "ELGOVER"

Made in 8/4 only



Pattern 5217

Code word "ELGORE"

Made in 8/4 only



E QUALITY DOMINION LINOLEUM



Pattern 5216

Code word "ELGOLT"

Made in 8/4 only



Pattern 5215

Code word "ELGOOF"

Made in 8/4 and 16/4



E QUALITY DOMINION LINOLEUM



Pattern 5214

Code word "ELGOD"

Made in 8/4 and 16/4



Pattern 5213

Code word "ELGOBO"

Made in 8/4 only



## E QUALITY DOMINION LINOLEUM



**Pattern 5212**

**Code word "ELGO"**

Made in 8/4, 12/4 and 16/4



**Pattern 5211**

**Code word "ELFARAST"**

Made in 8/4, 12/4 and 16/4



## E QUALITY DOMINION LINOLEUM



Pattern 5210

Code word "ELFARA"

Made in 8/4 only



Pattern 5209

Code word "ELFASTOR"

Made in 8/4 only



E QUALITY DOMINION LINOLEUM



Pattern 5207

Code word "ELFAST"

Made in 8/4 and 16/4



Pattern 5206

Code word "ELFECAST"

Made in 8/4 and 16/4



E QUALITY DOMINION LINOLEUM



Pattern 5205      Code word "ELFECARO"  
Made in 8/4 only



Pattern 5203      Code word "ELFEDACA"  
Made in 8/4 only



## E QUALITY DOMINION LINOLEUM



Pattern 5202

Code word "ELFEDA"

Made in 8/4 and 16/4



Pattern 5201

Code word "ELFAD"

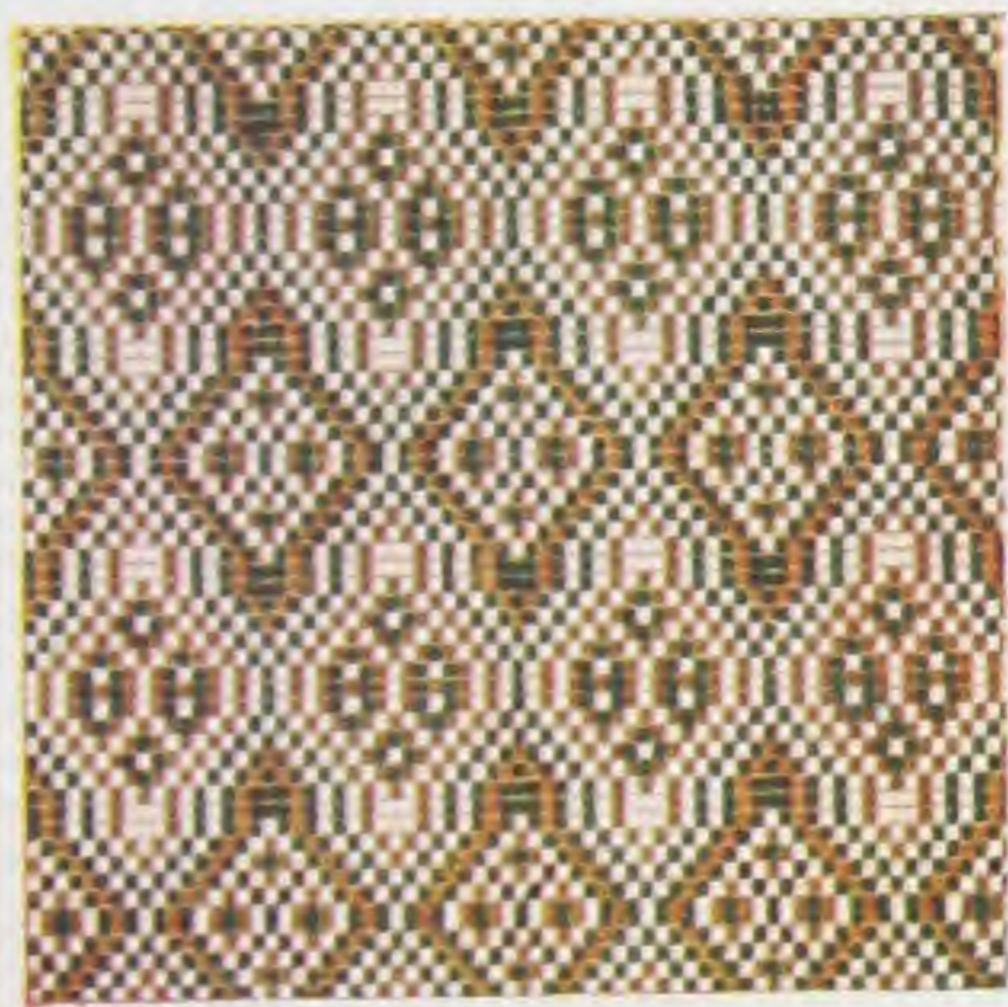
Made in 8/4 and 16/4



E QUALITY DOMINION LINOLEUM



Pattern 5199      Code word "ELECTROBAS"  
Made in 8/4 only



Pattern 5198      Code word "ELECTRIDE"  
Made in 8/4 only



E QUALITY DOMINION LINOLEUM

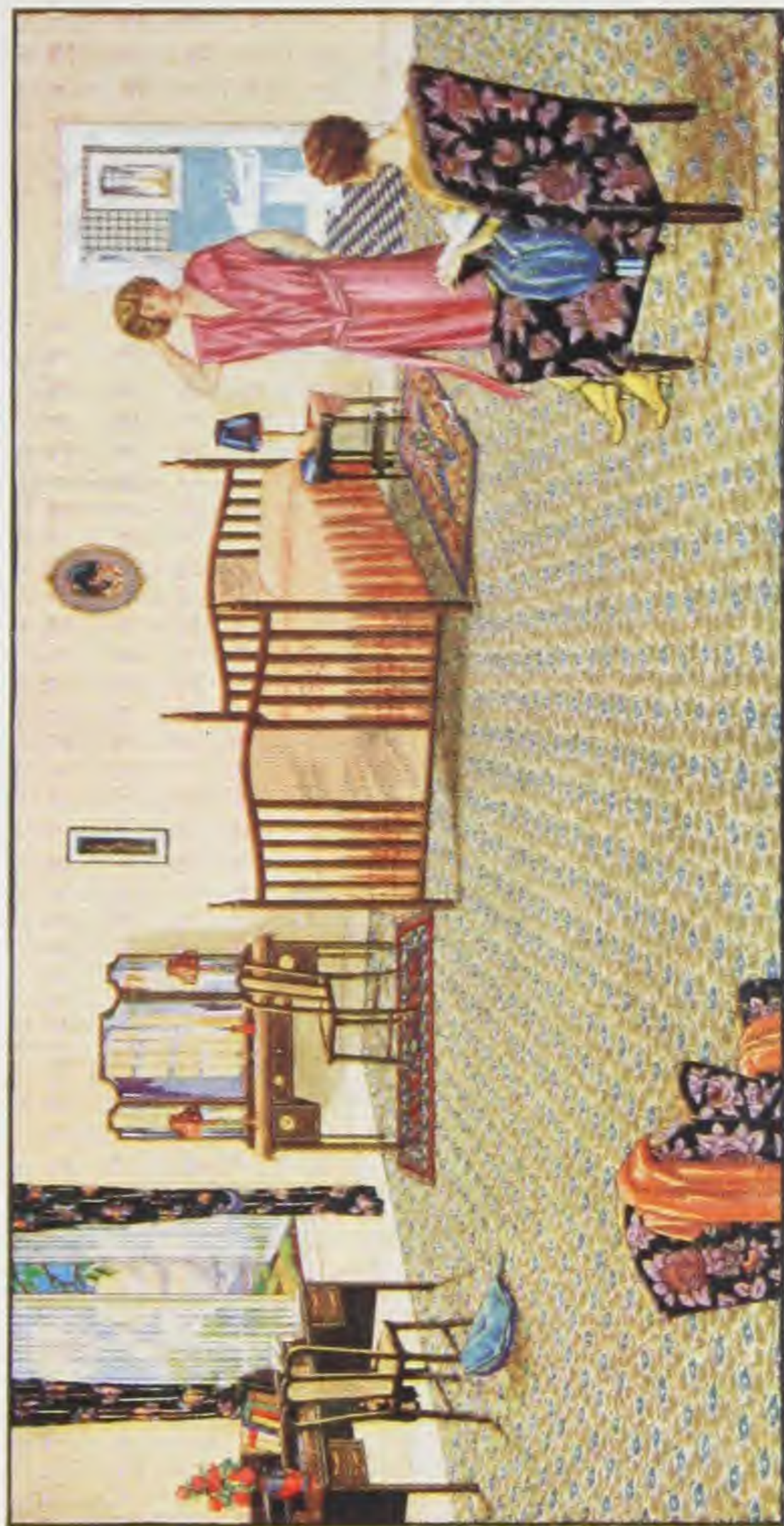


Pattern 5197      Code word "ELECTRABA"  
Made in 8/4 and 16/4



Pattern 5196      Code word "ELECTRA"  
Made in 8/4 and 16/4





*This dainty bedroom effect is made possible by beautiful Dominion floor. Illustration shows pattern No. 5205, also made in our other colouring, No. 5203 as shown on page 49. There is a wide range of attractive bedroom patterns to choose from.*



E QUALITY DOMINION LINOLEUM



Pattern 5195

Code word "ELECTOST"

Made in 8/4 only



Pattern 5194

Code word "ELECTORGO"

Made in 8/4 only



E QUALITY DOMINION LINOLEUM



Pattern 5192      Code word "ELECTORBA"  
Made in 8/4 and 16/4



Pattern 5191      Code word "ELECTORAL"  
Made in 8/4 and 16/4



# E QUALITY DOMINION LINOLEUM



Pattern 5190

Code word "ELECTOR"

Made in 8/4 and 16/4



Pattern 5189

Code word "ELECTIVE"

Made in 8/4 and 16/4



E QUALITY DOMINION LINOLEUM



Pattern 5188

Code word "ELECTION"

Made in 8/4 and 16/4



Pattern 5180

Code word "ELBOW"

Made in 8/4 only



E QUALITY DOMINION LINOLEUM



Pattern 5179

Code word "ELATION"

Made in 8/4 only



Pattern 5165

Code word "EDICT"

Made in 8/4 and 16/4



E QUALITY DOMINION LINOLEUM



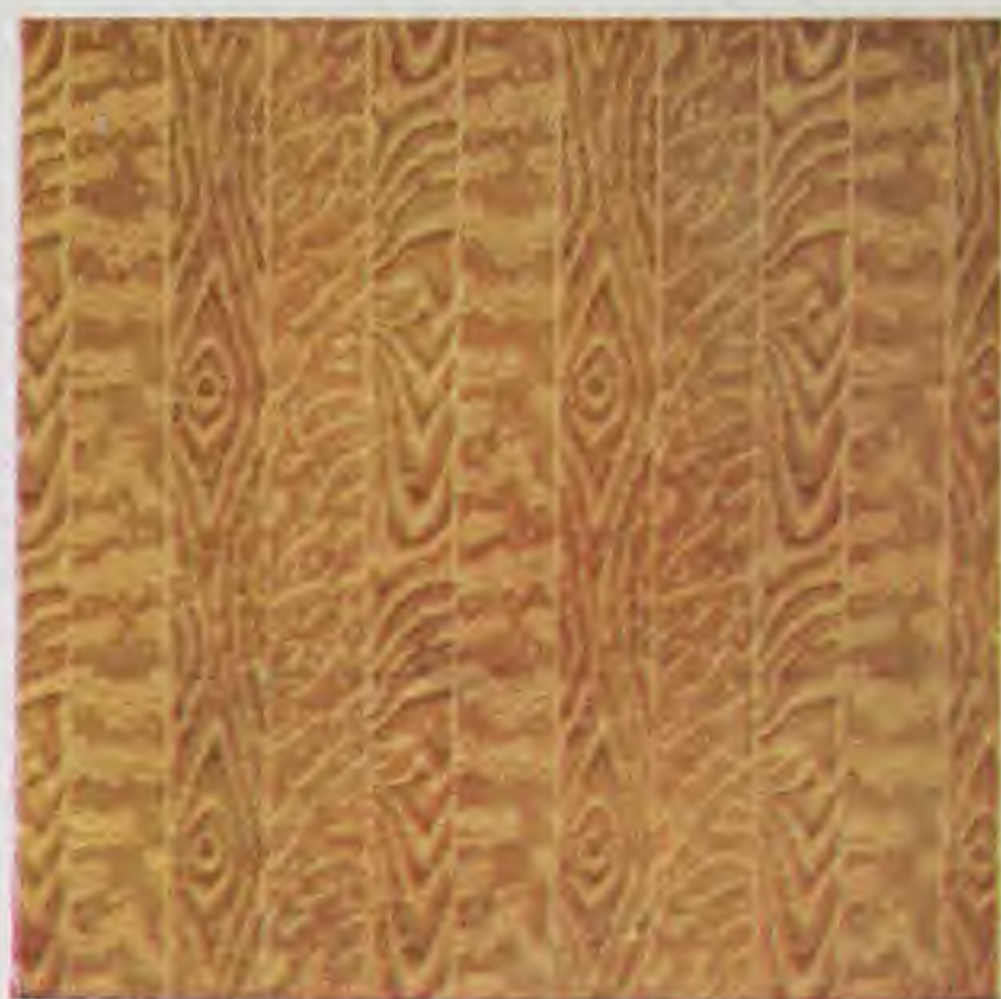
Pattern 5156      Code word "ECSTATIC"  
Made in 8/4, 12/4 and 16/4



Pattern 5150      Code word "EXUDE"  
Made in 8/4 and 16/4



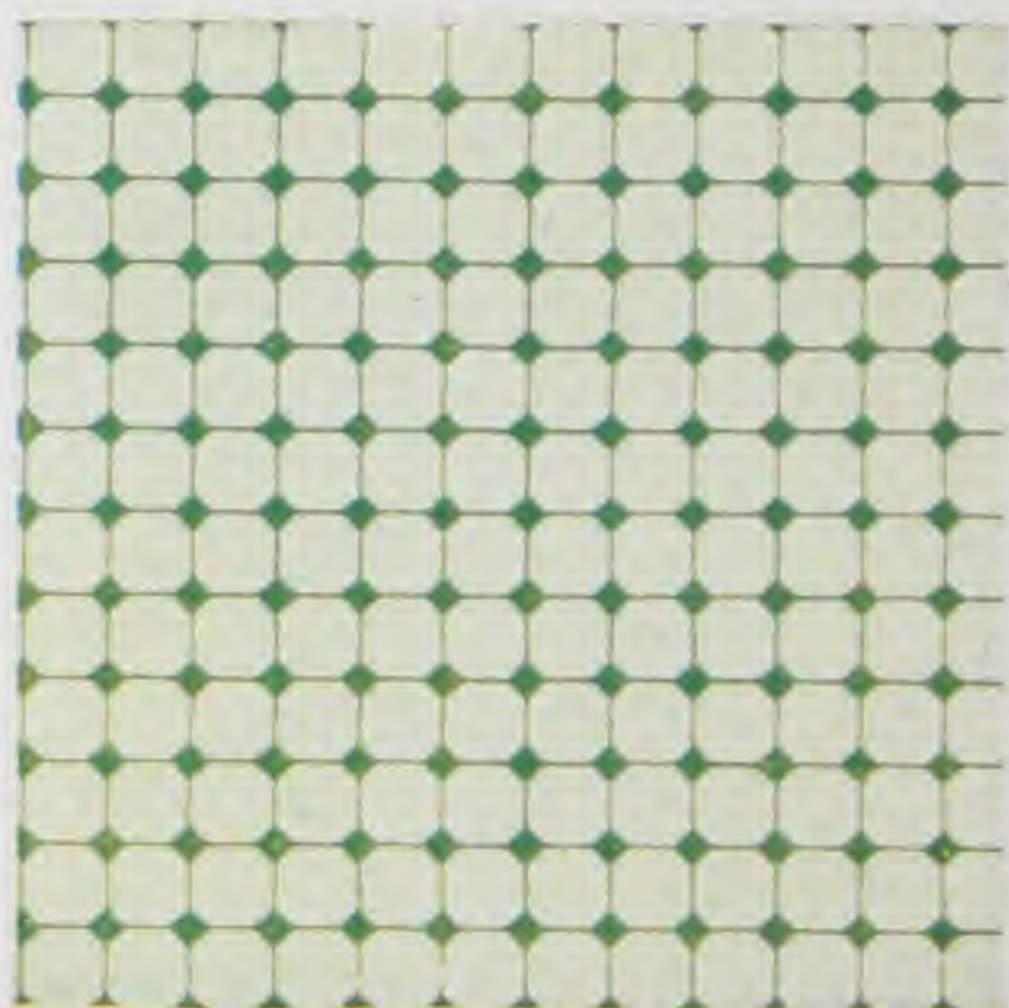
## E. QUALITY DOMINION LINOLEUM



Pattern 3331

Code word "EVANGEL"

Made in 8/4 only



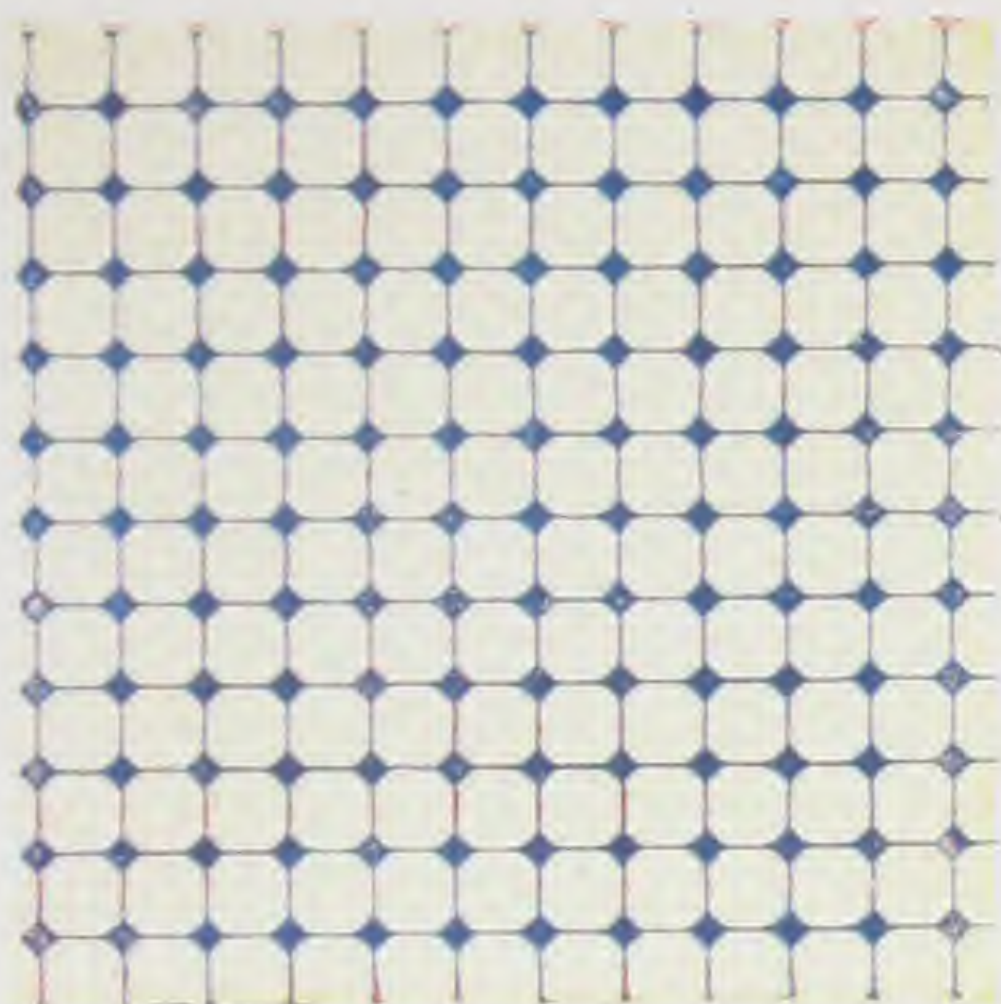
Pattern 3288

Code word "EPISODE"

Made in 8/4 only



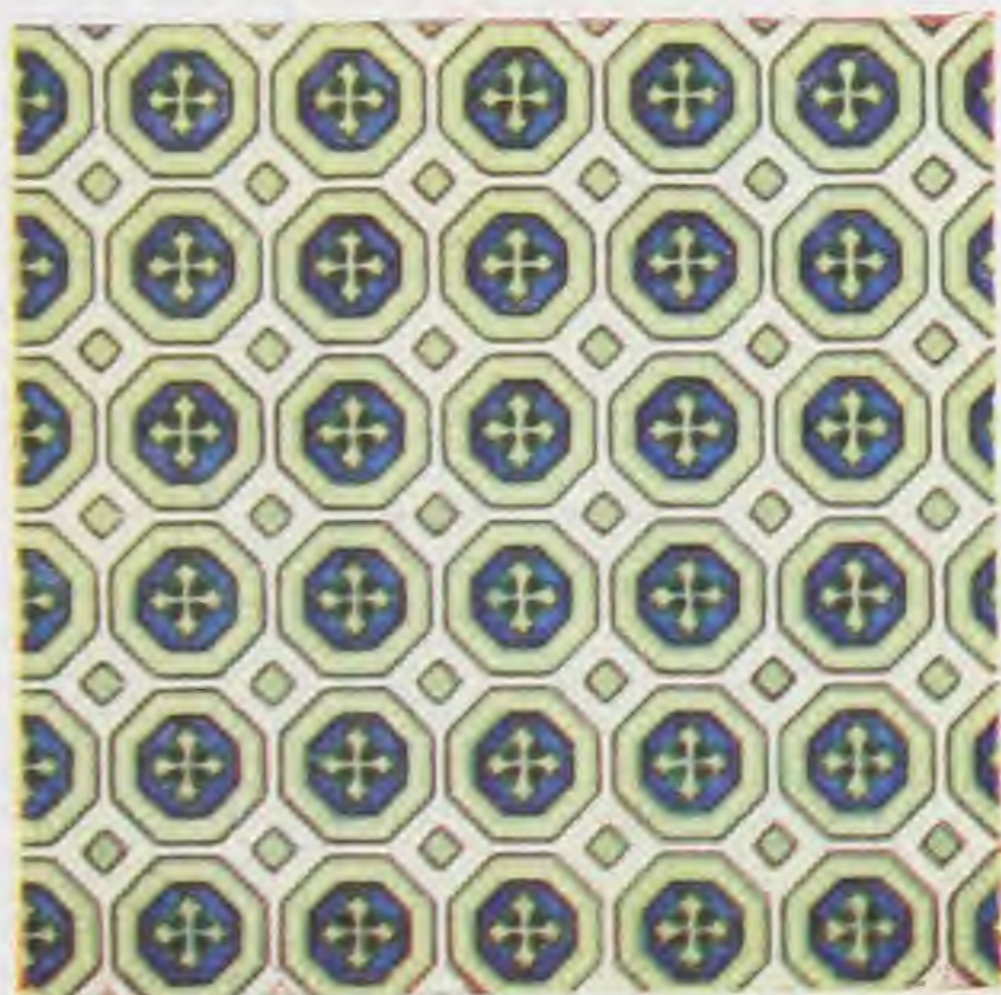
E QUALITY DOMINION LINOLEUM



Pattern 3287

Code word "EPIGRAM"

Made in 8/4 only



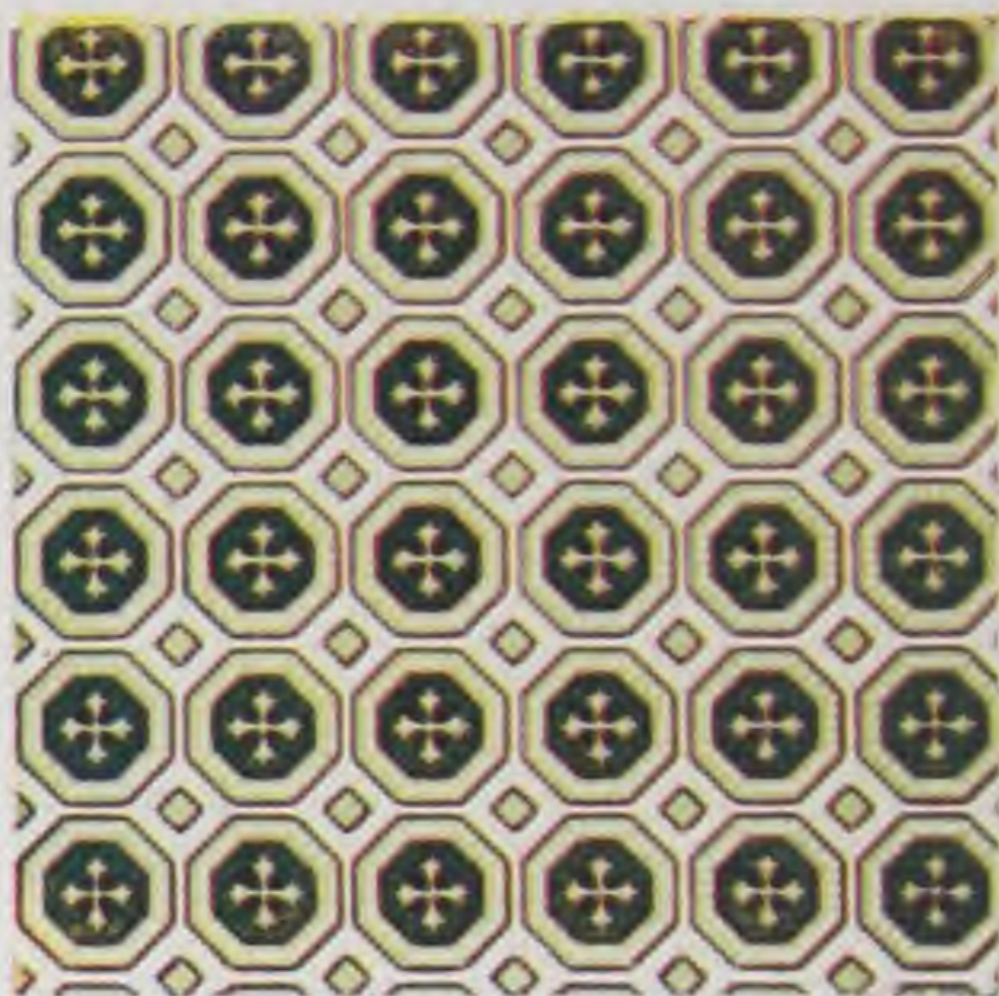
Pattern 3036

Code word "EAGLELESS"

Made in 8/4 only



## E QUALITY DOMINION LINOLEUM



Pattern 3035

Code word "EAGERING"  
Made in 8/4 only

### PASSAGE LINOLEUM

You'll sell a lot of Dominion Passage Linoleum if you put a little effort behind it. Display a few rolls on the floor. Mention it to your customers. It's the very thing for the hallway, neat, durable, attractive and easily cleaned—and kept clean. People will be glad to buy it for its common-sense utility. Why wait till they ask for it when "suggestion" will bring you the business?



## DOMINION PASSAGE LINOLEUM



Pattern 123

Code word "PAXWIC"

Made in 2/4, 3/4 and 4/4



Pattern 122

Code word "PAXWEB"

Made in 2/4, 3/4 and 4/4



## DOMINION PASSAGE LINOLEUM



Pattern 121

Code word "PAXWAX"

Made in 3/4 and 4/4



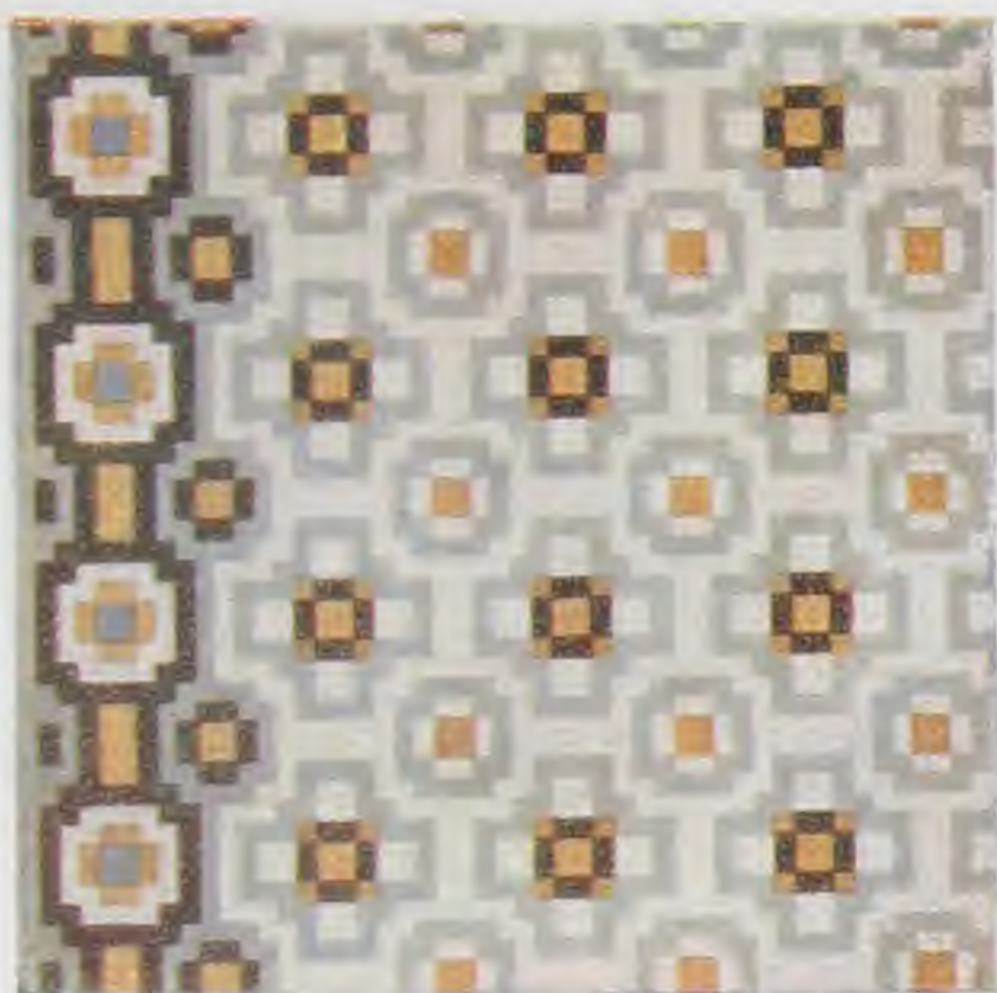
Pattern 120

Code word "PAXIUBA"

Made in 3/4 and 4/4



# DOMINION PASSAGE LINOLEUM



Pattern 119

Code word "PAX"

Made in 3/4 and 4/4



Pattern 118

Code word "PAWNER"

Made in 3/4 and 4/4



## DOMINION PASSAGE LINOLEUM



Pattern 101

Code word "ENCHANT"

Made in  $2/4$ ,  $5/8$ ,  $3/4$ ,  $4/4$ ,  $5/4$  and  $6/4$



Pattern 100

Code word "ENCHARGER"

Made in  $2/4$ ,  $5/8$ ,  $3/4$ ,  $4/4$ ,  $5/4$  and  $6/4$



**DOMINION BATTLESHIP LINOLEUM**  
**DOMINION CORK CARPET**  
**DOMINION PLAIN LINOLEUM**



**S**TORES, Restaurants, offices, banks, schools, halls, and public buildings of every kind need the permanent, sanitary, easily cleaned floors provided by Dominion Battleship Linoleum. Churches, Sunday Schools, Libraries and places where extreme quiet is essential can use Dominion Cork Carpet to equal advantage.

With this in mind, look over your own immediate neighborhood. You'll quickly see possibilities.

Dominion Battleship Linoleum AAA quality, is made in eight standard shades—brown, green, terra cotta, grey, buff, blue, black and white, also special colors for large contracts. AA and A qualities come in four standard shades only, (brown, green, terra cotta, grey); Dominion Cork Carpet in brown and green.

Many Dominion dealers have built up big and profitable connections selling Dominion Battleship Linoleum, Dominion Plain Linoleum and Dominion Cork Carpet, and laying it on a contract basis. You can readily do the same thing, for the prospects for these modern floors are practically limitless.

Write us to-day for sample swatches and booklet giving important laying instructions and other valuable data on securing and handling this business. Remember, each installation you sell involves large yardage and yields a handsome profit.

Let us help make you the "Business Floor Specialist" of your district.



## DOMINION BATTLESHIP LINOLEUM



Brown 8/4 and 16/4

Description and Code words on page 70



Green 8/4 only

Description and Code words on page 70



## DOMINION BATTLESHIP LINOLEUM



Grey 8/4 only

Description and Code words on page 70



Terra Cotta 8/4 only

Description and Code words on page 70



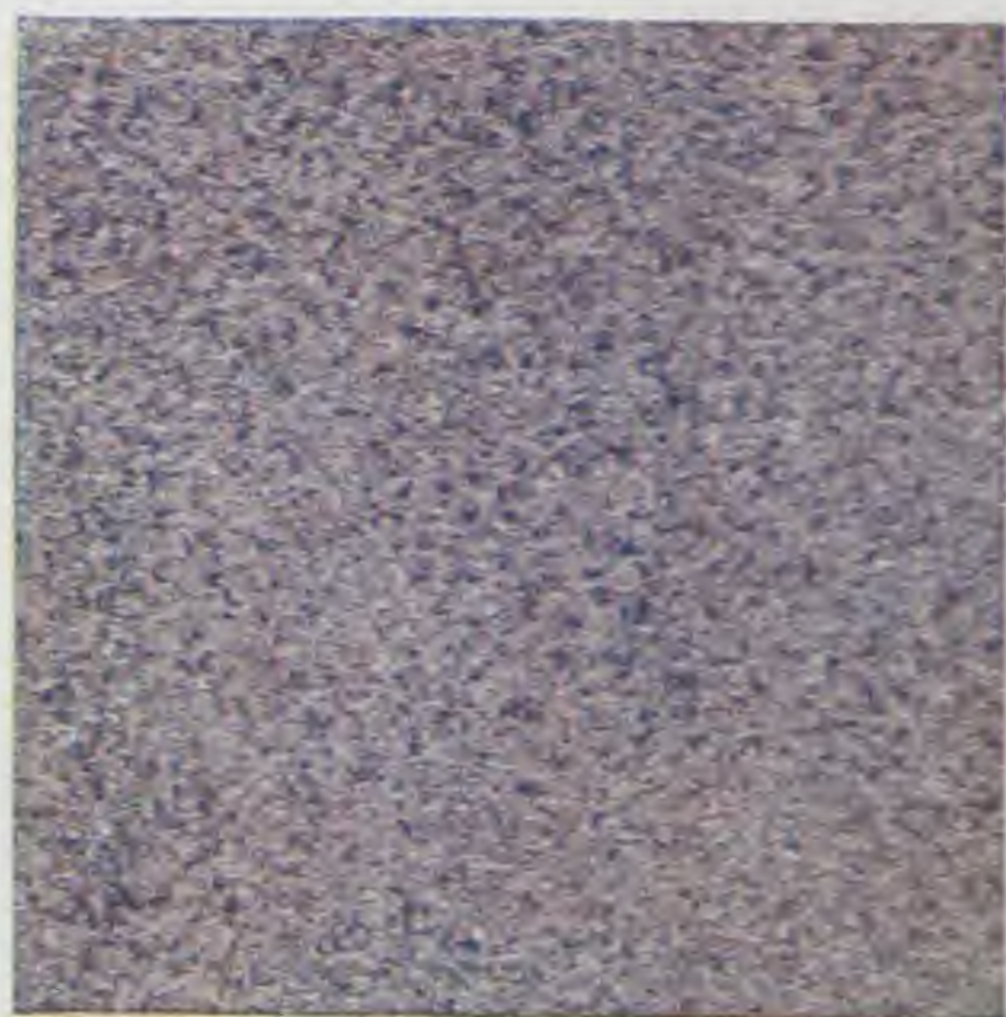
## DOMINION BATTLESHIP LINOLEUM

See pages 68 and 69

WIDTH	COLOR	GRADE	THICKNESS	CODE WORD
8/4	Brown	AAA	6.00 m.m.	LABENT
8/4	Brown	AA	4.50 m.m.	LABURN
8/4	Brown	A	3.60 m.m.	LACK
16/4	Brown	A	3.60 m.m.	LACK
8/4	Brown	B	3.00 m.m.	LACING
8/4	Brown	D	2.05 m.m.	LACON
16/4	Brown	D	2.05 m.m.	LACON
8/4	Grey	AAA	6.00 m.m.	LACONIC
8/4	Grey	AA	4.50 m.m.	LACONICA
8/4	Grey	A	3.60 m.m.	LABIAL
8/4	Grey	D	2.05 m.m.	LAG
8/4	Green	AAA	6.00 m.m.	LABEL
8/4	Green	AA	4.50 m.m.	LABEO
8/4	Green	A	3.60 m.m.	LACTEAL
8/4	Green	D	2.05 m.m.	LADE
8/4	Terra Cotta	AAA	6.00 m.m.	LABATA
8/4	Terra Cotta	AA	4.50 m.m.	LABATE
8/4	Terra Cotta	A	3.60 m.m.	LAGAN
8/4	Terra Cotta	D	2.05 m.m.	LADERA

NOTE:—AAA, AA and A Qualities have unpainted backs.

## DOMINION GRANITE LINOLEUM



Pattern 7001      Code word "INABILITY"  
No. 3 Grade, made in 8/4 only



## DOMINION JASPE LINOLEUM



Grey, made in 8/4 only

No. 1 Grade	Code word "INAPTUM"	3.30 m.m.
No. 3 Grade	Code word "INAPTEX"	2.05 m.m.



Blue, made in 8/4 only

No. 1 Grade	Code word "INAPTAS"	3.30 m.m.
No. 3 Grade	Code word "INAPTOR"	2.05 m.m.



## DOMINION CORK CARPET



Brown, made in 8/4 only

A Quality	Code word "LABRA"	6.50 m.m.
B Quality	Code word "LAGGER"	4.65 m.m.



Green, made in 8/4 only

A Quality	Code word "LABROSE"	6.50 m.m.
B Quality	Code word "LAIN"	4.65 m.m.





*As it is durable, quiet and resilient, Dominion Battleship Linoleum is used very extensively for office floors. It can be obtained in soft, pleasing colours, is seamless, odorless and easily cleaned and kept clean. There are many prospects close at hand and a large and profitable business can be established with a little effort on your part.*



DOMINION CORK CARPET BATH MATS



Size 20 x 36 Inches

Pattern 400—A Quality

Code word "LAIR"

Pattern 500—B Quality

Code word "LAITEY"



DOMINION CORK CARPET BATH MATS



Size 20 x 36 Inches

Pattern 401—A Quality

Code word "LAIZE"

Pattern 501—B Quality

Code word "LAKER"



# DOMINION CORK CARPET BATH MATS



Size 20 x 36 Inches

Pattern 402—A Quality

Code word "LAKY"

Pattern 502—B Quality

Code word "LAMA"



DOMINION CORK CARPET BATH MATS



Size 20 x 36 Inches

Pattern 403—A Quality

Code word "LAMEL"

Pattern 503—B Quality

Code word "LAMENT"



## DOMINION LINOLEUM RUGS



IT is not so long ago that the housewife would only buy linoleum rugs for kitchen use. To-day, she chooses Dominion Linoleum Rugs for every room in the house. Living room, dining room, bedroom or hall, it makes no difference. There is an appropriate Dominion Linoleum Rug for each. This popularity grows with each season.

Dominion Linoleum patterns are the work of specialists. Rich oriental effects, gay floral patterns, attractive blendings of colours, brightness for dull rooms, subdued effects, handsome block and tile designs—something indeed to suit every taste and need.

Every Dominion Linoleum Rug has a strong, long fibre burlap back that assures years and years of wear and the wise shopper always looks for it.

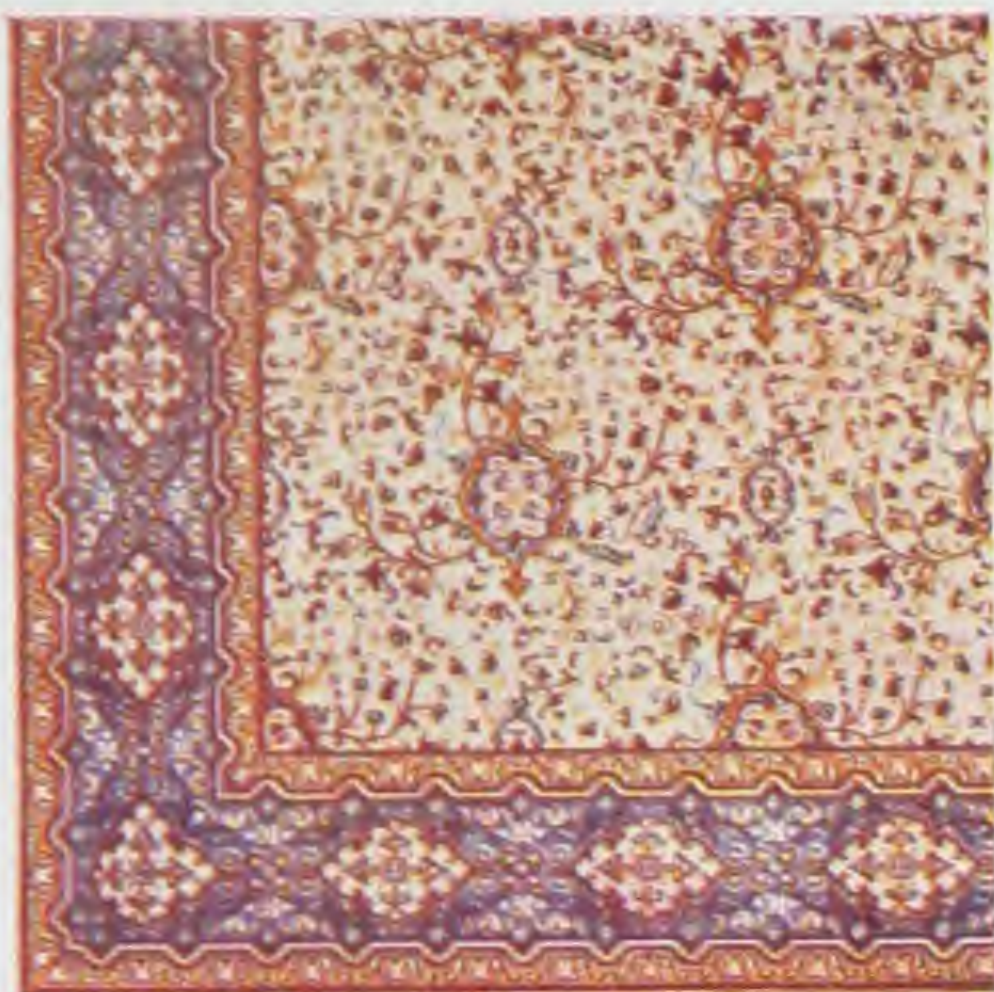
Dominion Linoleum Rugs are wonderful assets to any floor covering department. They sell quickly and stay sold. They develop a rich mine of repeat business for the first rug to enter a home invariably creates a desire for others and the purchases are all made from you.

Rejuvenate your floor covering department. Make Dominion Linoleum Rugs its featured line.

Write for free folders and electros. We will gladly print your name conspicuously on the folders.



## DOMINION LINOLEUM RUGS



PATTERN 6548

6 ft. x 9 ft. "WREVIM"	9 ft. x 13½ ft. "WREXIM"
7½ ft. x 9 ft. "WREVOR"	9 ft. x 15 ft. "WREXOL"
9 ft. x 9 ft. "WREVUP"	10½ ft. x 12 ft. "WREXUZ"
9 ft. x 10½ ft. "WREXAX"	12 ft. x 12 ft. "WRIADE"
9 ft. x 12 ft. "WREXER"	12 ft. x 13½ ft. "WRIAM"
12 ft. x 15 ft. "WRIAZA"	



PATTERN 6547

6 ft. x 9 ft. "WRESEN"	9 ft. x 13½ ft. "WRETEY"
7½ ft. x 9 ft. "WRESIS"	9 ft. x 15 ft. "WRETIX"
9 ft. x 9 ft. "WRESUD"	10½ ft. x 12 ft. "WRETOP"
9 ft. x 10½ ft. "WRESTO"	12 ft. x 12 ft. "WRETUT"
9 ft. x 12 ft. "WRETAR"	12 ft. x 13½ ft. "WREVAL"
	12 ft. x 15 ft. "WREVEX"



## DOMINION LINOLEUM RUGS



PATTERN 6546

6 ft. x 9 ft. "WREPAST"	9 ft. x 13½ ft. "WRERUP"
7½ ft. x 9 ft. "WREPERO"	9 ft. x 15 ft. "WRERIZ"
9 ft. x 9 ft. "WRERO"	10½ ft. x 12 ft. "WREREV"
9 ft. x 10½ ft. "WRERAM"	12 ft. x 12 ft. "WRERSP"
9 ft. x 12 ft. "WREROB"	12 ft. x 13½ ft. "WRESAT"
12 ft. x 15 ft. "WRESOK"	



PATTERN 6545

6 ft. x 9 ft. "WREPER"	9 ft. x 10½ ft. "WREPAL"
7½ ft. x 9 ft. "WREPOT"	9 ft. x 12 ft. "WREPED"
9 ft. x 9 ft. "WREPUF"	9 ft. x 13½ ft. "WREPIP"
9 ft. x 15 ft. "WREPFUL"	



## DOMINION LINOLEUM RUGS



PATTERN 6544

6 ft. x 9 ft. "WREOX"	9 ft. x 10½ ft. "WREOMI"
7½ ft. x 9 ft. "WREOTO"	9 ft. x 12 ft. "WREORE"
9 ft. x 9 ft. "WREOSA"	9 ft. x 13½ ft. "WREOLU"
9 ft. x 15 ft. "WREP"	



PATTERN 6543

6 ft. x 9 ft. "WRECK"	9 ft. x 10½ ft. "WREN"
7½ ft. x 9 ft. "WRECKER"	9 ft. x 12 ft. "WRENESS"
9 ft. x 9 ft. "WRECKOW"	9 ft. x 13½ ft. "WRIBUD"
9 ft. x 15 ft. "WRIBEAR"	



# DOMINION LINOLEUM RUGS



PATTERN 6542

6 ft. x 9 ft. "WREAKER"	9 ft. x 10½ ft. "WREATH"
7½ ft. x 9 ft. "WREAKNESS"	9 ft. x 12 ft. "WREATHER"
9 ft. x 9 ft. "WREAKOW"	9 ft. x 13½ ft. "WRIBITE"
9 ft. x 15 ft. "WRIBALE"	



PATTERN 6541

6 ft. x 9 ft. "WRASSE"	9 ft. x 10½ ft. "WRATHFUL"
7½ ft. x 9 ft. "WRATH"	9 ft. x 12 ft. "WREAK"
9 ft. x 9 ft. "WRATHER"	9 ft. x 13½ ft. "WRIBUKE"
9 ft. x 15 ft. "WRIBOLO"	





The rug illustrated is pattern No. 6540 and is also made in one other coloring, No. 6539. There is a wide and attractive range in Dominion Linoleum Rugs, offering wonderful decorative scope and their beauty is merely one of the features that makes it so easy to sell them.

## *The Ideal Porch Floor*



## DOMINION LINOLEUM RUGS



PATTERN 6540

6 ft. x 9 ft. "WRAP"	9 ft. x 10½ ft. "WRAPPERO"
7½ ft. x 9 ft. "WRAPPER"	9 ft. x 12 ft. "WRAST"
9 ft. x 9 ft. "WRAPPO"	9 ft. x 13½ ft. "WRIADI"
9 ft. x 15 ft. "WRIALO"	



PATTERN 6539

6 ft. x 9 ft. "WOUND"	9 ft. x 10½ ft. "WRANGLER"
7½ ft. x 9 ft. "WRANGLE"	9 ft. x 12 ft. "WRANGLEST"
9 ft. x 9 ft. "WOUNDED"	9 ft. x 13½ ft. "WRIBIO"
9 ft. x 15 ft. "WRIBOT"	



# DOMINION LINOLEUM RUGS



PATTERN 6537

6 ft. x 9 ft. "WORK"	9 ft. x 10½ ft. "WORSTED"
7½ ft. x 9 ft. "WORST"	9 ft. x 12 ft. "WORSTEDA"
9 ft. x 9 ft. "WORKER"	9 ft. x 13½ ft. "WRIBAB"
9 ft. x 15 ft. "WRIBER"	



PATTERN 6535

6 ft. x 9 ft. "WOODO"	9 ft. x 10½ ft. "WOODASTO"
7½ ft. x 9 ft. "WOODASCA"	9 ft. x 12 ft. "WOODASTOR"
9 ft. x 9 ft. "WOODAS"	9 ft. x 13½ ft. "WRIAQU"
9 ft. x 15 ft. "WRIB"	



## DOMINION LINOLEUM RUGS



**Pattern 6500**

For Sizes and Code Words see next page.



**Pattern 6501**

For Sizes and Code Words see next page.



## DOMINION LINOLEUM RUGS

### PATTERN 6500

#### Sizes and Code Words.

3 ft. x 3 ft. "WIFFEROS"	6 ft. x 7½ ft. "WIGWANT"
3 ft. x 4½ ft. "WIFFER"	6 ft. x 9 ft. "WILL"
4½ ft. x 4½ ft. "WIFF"	7½ ft. x 9 ft. "WILLFUL"
4½ ft. x 6 ft. "WIGGROS"	9 ft. x 9 ft. "WILLING"
6 ft. x 6 ft. "WIGGER"	9 ft. x 10½ ft. "WILLOW"
9 ft. x 12 ft. "WILT"	

### PATTERN 6501

#### Sizes and Code Words.

3 ft. x 3 ft. "WHAGGER"	6 ft. x 7½ ft. "WILTRO"
3 ft. x 4½ ft. "WHAG"	6 ft. x 9 ft. "WIMBLE"
4½ ft. x 4½ ft. "WHAFROS"	7½ ft. x 9 ft. "WIN"
4½ ft. x 6 ft. "WHAFE"	9 ft. x 9 ft. "WINCE"
6 ft. x 6 ft. "WILTROSO"	9 ft. x 10½ ft. "WINDFALL"
9 ft. x 12 ft. "WINDLASS"	

## DOMINION OILCLOTH RUGS

Here is another popular Dominion product, low in price and made in a wide range of patterns suitable for any room in the house. Exceptionally durable because made with especially selected materials in keeping with the quality traditions of the Dominion Oilcloth and Linoleum Plant. Be sure to include a good assortment of representative numbers in popular sizes in your order. The lowest priced printed rugs on the market. You'll sell them readily.



# DOMINION OILCLOTH RUGS



PATTERN 889

1½ ft. x 3 ft. "YEMAX"	6 ft. x 6 ft. "YEMAFI"
3 ft. x 3 ft. "YEMARE"	6 ft. x 7½ ft. "YEMBOB"
3 ft. x 4½ ft. "YEMAPO"	6 ft. x 9 ft. "YEMBAE"
4½ ft. x 4½ ft. "YEMABA"	7½ ft. x 7½ ft. "YEMBED"
4½ ft. x 6 ft. "YEMAST"	7½ ft. x 9 ft. "YEMBIO"
4½ ft. x 7½ ft. "YEMAGU"	7½ ft. x 10½ ft. "YEMBUZ"



PATTERN 888

6 ft. x 7½ ft. "YELTIL"	7½ ft. x 9 ft. "YELTUX"
6 ft. x 9 ft. "YELTOY"	7½ ft. x 10½ ft. "YELUAB"



# DOMINION OILCLOTH RUGS



PATTERN 887

1½ ft. x 3 ft. "YELRIO"	6 ft. x 6 ft. "YELSIT"
3 ft. x 3 ft. "YELROB"	6 ft. x 7½ ft. "YELSOK"
3 ft. x 4½ ft. "YELRUZ"	6 ft. x 9 ft. "YELSUD"
4½ ft. x 4½ ft. "YELST"	7½ ft. x 7½ ft. "YELSURE"
4½ ft. x 6 ft. "YELSAS"	7½ ft. x 9 ft. "YELTAN"
4½ ft. x 7½ ft. "YELSEX"	7½ ft. x 10½ ft. "YELTEG"



PATTERN 886

6 ft. x 7½ ft. "YELPUP"	7½ ft. x 9 ft. "YELRAY"
6 ft. x 9 ft. "YELPARE"	7½ ft. x 10½ ft. "YELREM"



## DOMINION OILCLOTH RUGS



PATTERN 885

6 ft. x 7½ ft. "YELOTO"

7½ ft. x 9 ft. "YELPAT"

6 ft. x 9 ft. "YELOLU"

7½ ft. x 10½ ft. "YELPIO"



PATTERN 884

6 ft. x 7½ ft. "YELOS"

7½ ft. x 9 ft. "YELOME"

6 ft. x 9 ft. "YELORA"

7½ ft. x 10½ ft. "YELOBI"



# DOMINION OILCLOTH RUGS



PATTERN 883

6 ft. x 7½ ft. "YELP"	7½ ft. x 9 ft. "YELPER"
6 ft. x 9 ft. "YELPOW"	7½ ft. x 10½ ft. "YELPNESS"



PATTERN 882

6 ft. x 7½ ft. "YELL"	7½ ft. x 9 ft. "YELLOWER"
6 ft. x 9 ft. "YELLOW"	7½ ft. x 10½ ft. "YELLOWNESS"



## DOMINION FLOOR OILCLOTH

### DOMINION FLOOR OILCLOTH

Dominion Floor Oilcloth has always been a good old stand-by. Year in and year out it enjoys a steady sale to people who demand a high-grade, durable, sanitary floor covering that is low in price. A good representative stock of Dominion Floor Oilcloth is absolutely essential to a well-rounded floor covering department. This year there are nearly fifty designs to choose from and many of these are absolutely new. A steady, year-round seller that nets a handsome profit.



**Pattern 6102**

**Code word "RAINBOW"**

Made in 2/4, 3/4, 4/4 and 6/4



## DOMINION FLOOR OILCLOTH



Pattern 3607      Code word "TERGLOW"

Made in 4/4, 5/4, 6/4, 8/4 and 10/4



Pattern 3606      Code word "TERGLE"

Made in 4/4, 5/4, 6/4, 8/4 and 10/4



## DOMINION FLOOR OILCLOTH



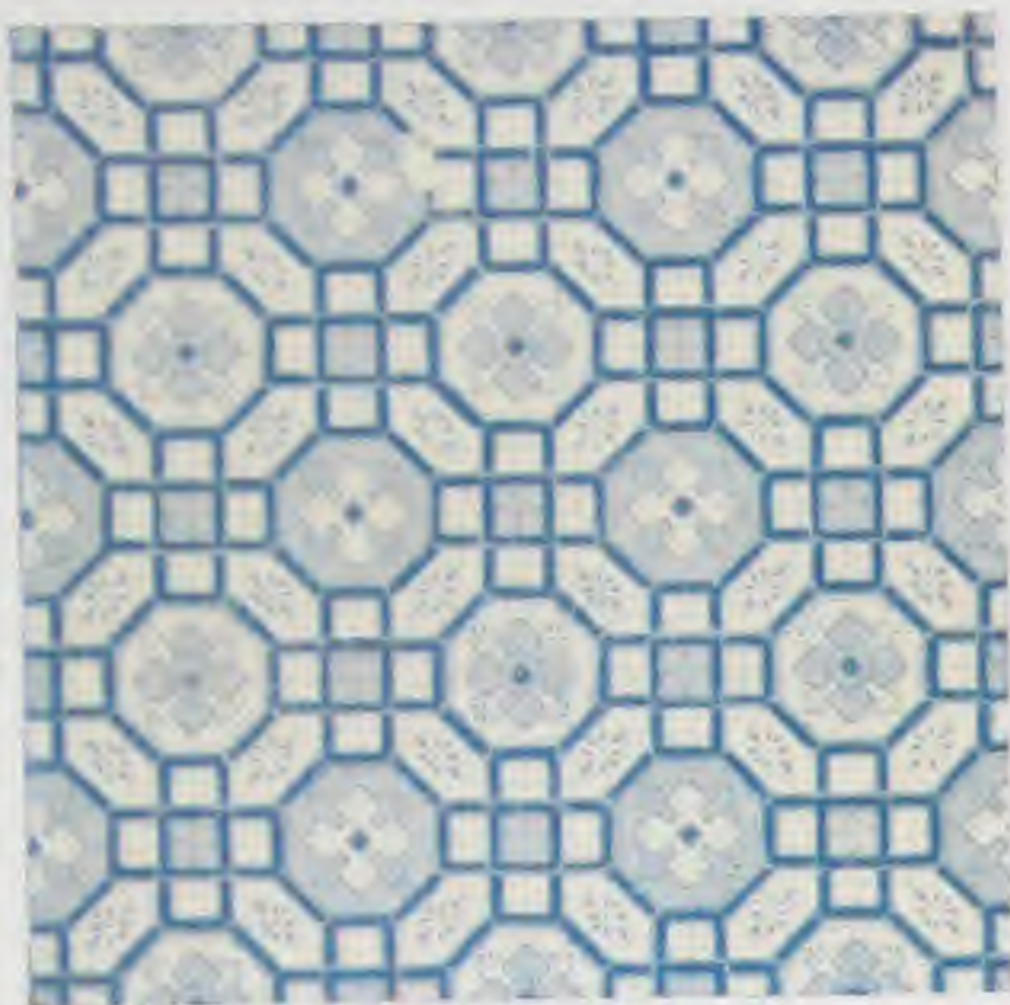
Pattern 3605      Code word "TERGLAD"  
Made in 4/4 and 8/4



Pattern 3604      Code word "TERGIST"  
Made in 4/4 and 8/4



## DOMINION FLOOR OILCLOTH



Pattern 3603

Code word "TERGIMO"

Made in 4/4 and 8/4



Pattern 3602

Code word "TERGILE"

Made in 4/4, 5/4, 6/4, 8/4 and 10/4



## DOMINION FLOOR OILCLOTH



**Pattern 3601**

**Code word "TERGID"**

Made in 4/4, 5/4, 6/4, 8/4 and 10/4



**Pattern 3600**

**Code word "TERGET"**

Made in 4/4 and 8/4



# DOMINION FLOOR OILCLOTH



Pattern 3599

Code word "TERGERM"

Made in 4/4 and 8/4



Pattern 3598

Code word "TERGEOF"

Made in 4/4 and 8/4



## DOMINION FLOOR OILCLOTH



**Pattern 3597**

**Code word "TERGEMI"**

Made in 4/4, 5/4, 6/4, 8/4 and 10/4



**Pattern 3596**

**Code word "TERGELD"**

Made in 4/4, 5/4, 6/4, 8/4 and 10/4



## DOMINION FLOOR OILCLOTH



Pattern 3595

Code word "TERGESE"

Made in 4/4 and 8/4



Pattern 3594

Code word "TERGAY"

Made in 4/4 and 8/4



## DOMINION FLOOR OILCLOTH



Pattern 3593

Code word "TERGAST"

Made in 4/4 and 8/4



Pattern 3592

Code word "TERGAPE"

Made in 4/4 and 8/4





*Dominion Floor Oilcloth is one of the most economical floors obtainable and there are many artistic and beautiful designs which are sure to appeal to the modern housewife. In the above illustration, pattern No. 3576 is used to good effect along with pattern No. 275 on the stairs.*



## DOMINION FLOOR OILCLOTH



Pattern 3591      Code word "TERGAMO"  
Made in 4/4 and 8/4



Pattern 3590      Code word "TERGAGA"  
Made in 4/4 and 8/4



## DOMINION FLOOR OILCLOTH



Pattern 3589

Code word "TERGAEL"

Made in 4/4, 5/4, 6/4, 8/4 and 10/4



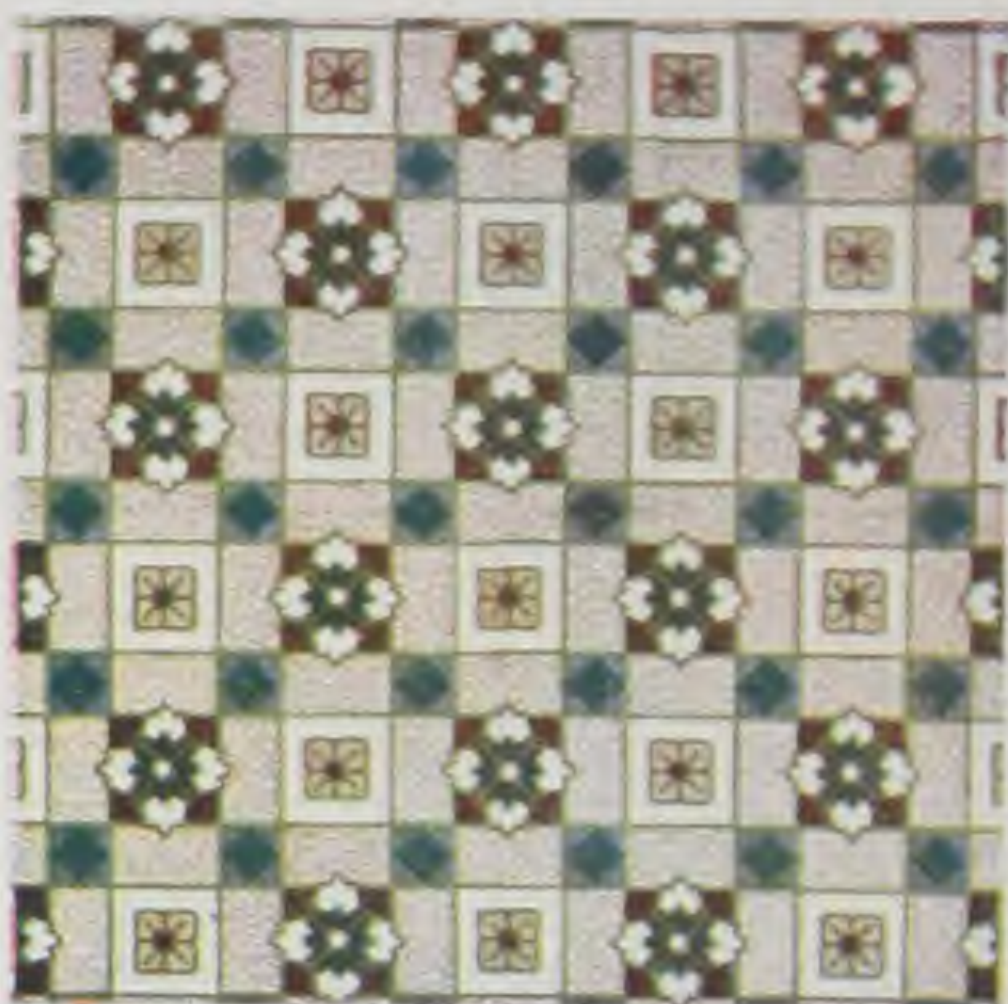
Pattern 3588

Code word "TERGADIN"

Made in 4/4, 5/4, 6/4, 8/4 and 10/4



## DOMINION FLOOR OILCLOTH



Pattern 3587

Code word "TERGA"

Made in 4/4 and 8/4



Pattern 3585

Code word "TERFAST"

Made in 4/4 and 8/4



DOMINION FLOOR OILCLOTH



Pattern 3582

Code word "TEPOSA"

Made in 4/4 and 8/4



Pattern 3580

Code word "TEPOR"

Made in 4/4 and 8/4



DOMINION FLOOR OILCLOTH



Pattern 3576

Code word "TENTOR"

Made in 4/4 and 8/4



Pattern 3575

Code word "TENOBARA"

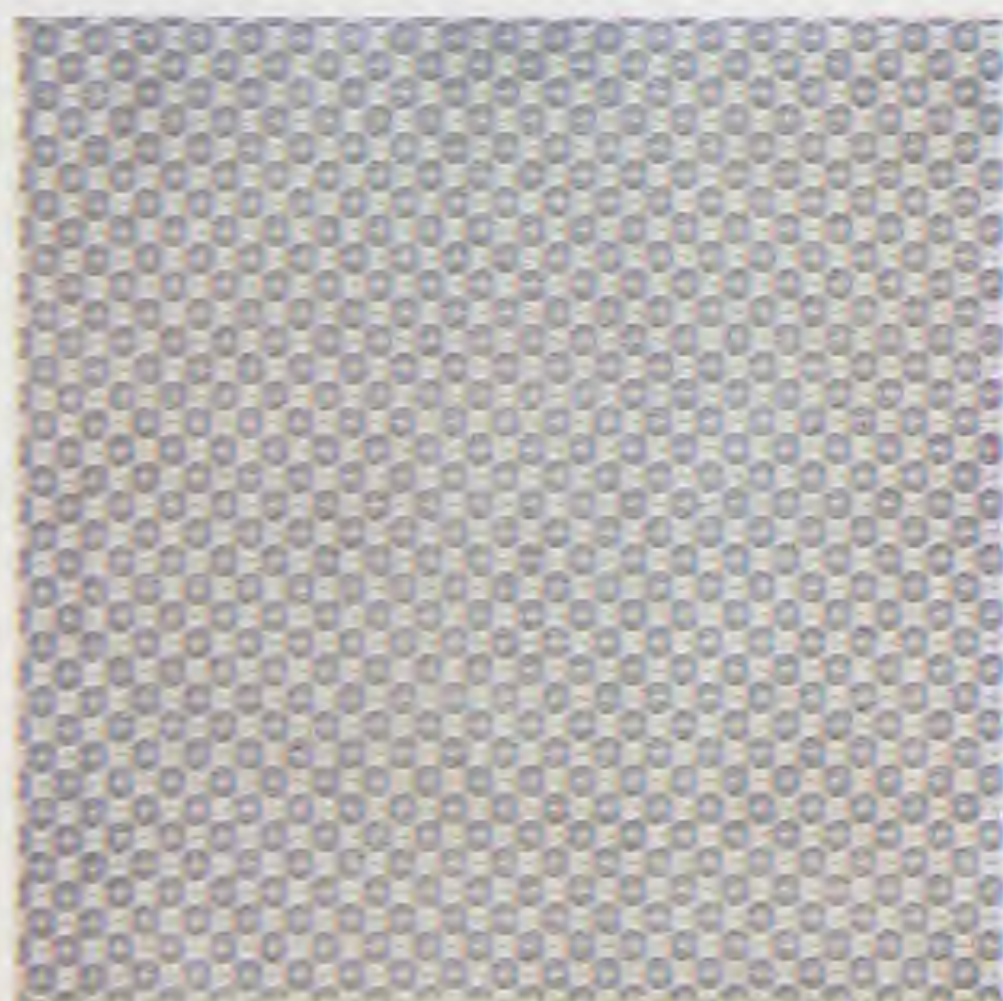
Made in 4/4 and 8/4



# DOMINION FLOOR OILCLOTH



Pattern 3574      Code word "TENOBASTO"  
Made in 4/4 and 8/4



Pattern 3573      Code word "TENOBUTO"  
Made in 4/4 and 8/4



## DOMINION FLOOR OILCLOTH



Pattern 3571

Code word "TENOB"

Made in 4/4 and 8/4



Pattern 3569

Code word "TENORASCO"

Made in 4/4 and 8/4



DOMINION FLOOR OILCLOTH



Pattern 3568

Code word "TENORAS"

Made in 4/4, 5/4, 6/4, 8/4 and 10/4



Pattern 3567

Code word "TENOR"

Made in 4/4, 5/4, 6/4, 8/4 and 10/4



## DOMINION FLOOR OILCLOTH



Pattern 3558

Code word "TENCH"

Made in 4/4 and 8/4



Pattern 3556

Code word "TENACITY"

Made in 4/4, 5/4, 6/4, 8/4 and 10/4



# DOMINION FLOOR OILCLOTH



Pattern 3555      Code word "TENACIOUS"  
Made in 4/4 and 8/4



Pattern 3554      Code word "TENABLE"  
Made in 4/4 and 8/4



# DOMINION FLOOR OILCLOTH



Pattern 3553

Code word "TEMPTOR"

Made in 4/4 and 8/4



Pattern 3552

Code word "TEMPT"

Made in 4/4 and 8/4



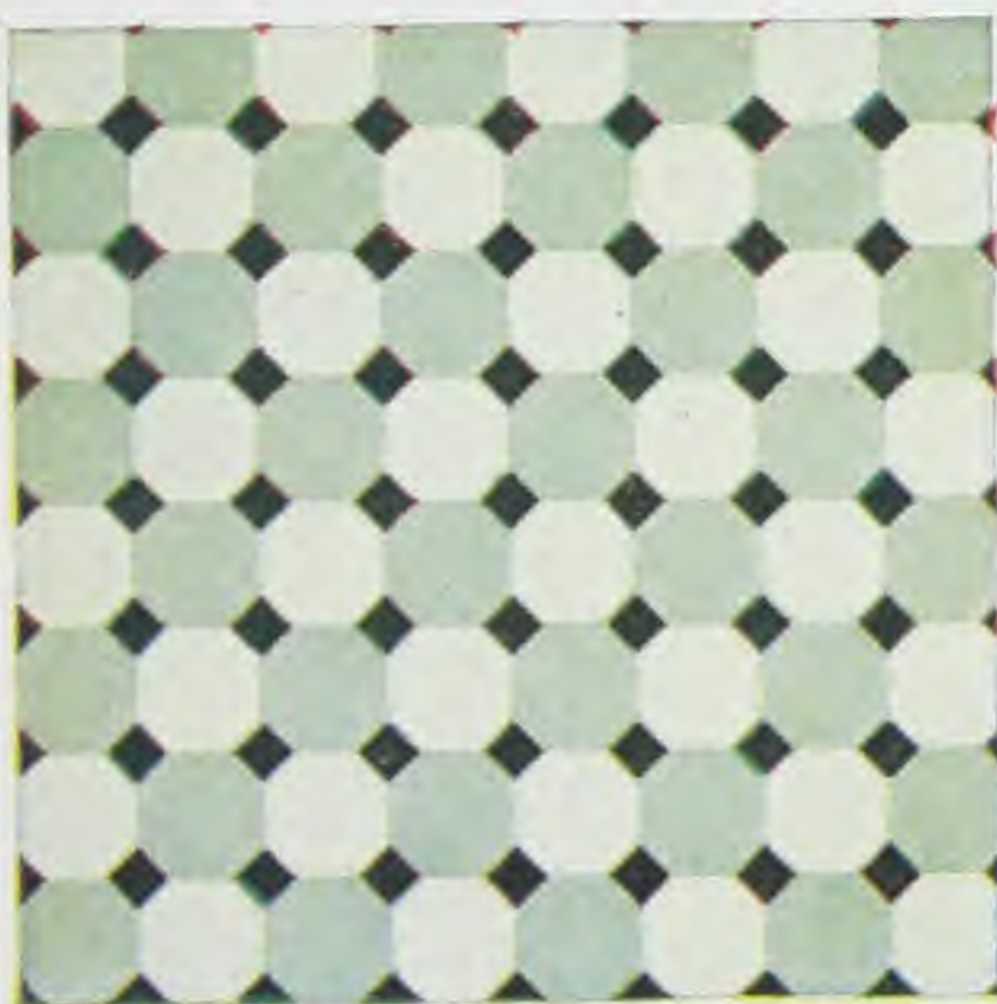
## DOMINION FLOOR OILCLOTH



Pattern 3918

Code word "TRIBUNAL"

Made in 2/4, 5/8, 3/4, 4/4, 5/4, 6/4 and 8/4



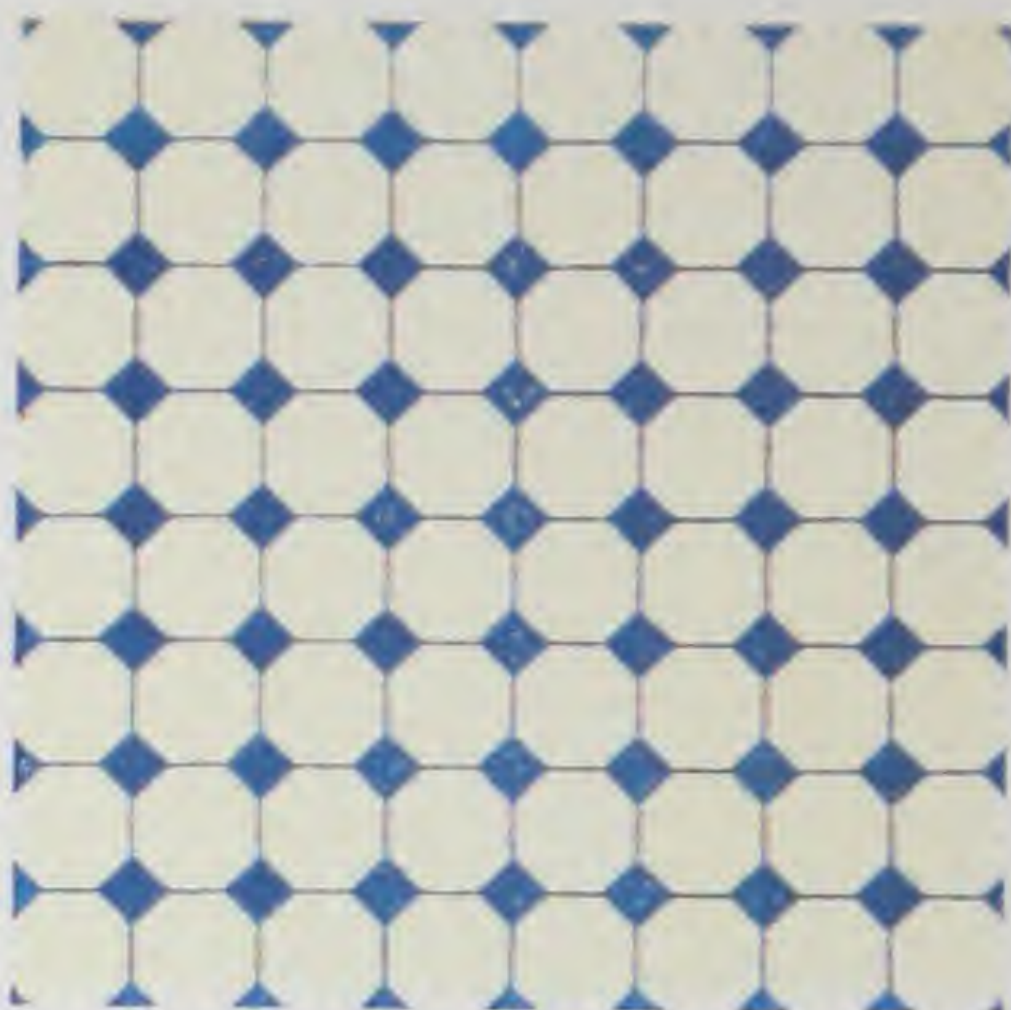
Pattern 2531

Code word "SAUNTERER"

Made in 4/4 and 8/4



## DOMINION FLOOR OILCLOTH



**Pattern 2530**      **Code word "SANCTIFYER"**  
Made in 4/4 and 8/4



**Pattern 2450**      **Code word "SALLYER"**  
Made in 4/4 and 8/4



## DOMINION STAIR OILCLOTH

### DOMINION STAIR OILCLOTH

Your customers want stair coverings that will stand the wear, that are easy to clean, that are always bright and cheerful looking. End shabby stairways in your neighborhood. Feature Dominion Stair Oilcloth made especially for the purpose. Painted or unpainted burlap backs as desired in a variety of widths.

There is good profit in this easily sold line. Include it in your order.



No. 276—Painted Back

No. 276—Canvas Back

P.B. made in 2/4, 5/8, 3/4 & 4/4; C.B. in 2/4 & 5/8

Code word "BENSIT"

Code word "BENSOL"



# DOMINION STAIR OILCLOTH



No. 275—Painted Back

Code word "BENSEA"

No. 275—Canvas Back

Code word "BENSHO"

P.B. made in 2/4, 5/8, 3/4 & 4/4; C.B. in 2/4 & 5/8



No. 274—Painted Back

Code word "BENSAW"

No. 274—Canvas Back

Code word "BENSCIR"

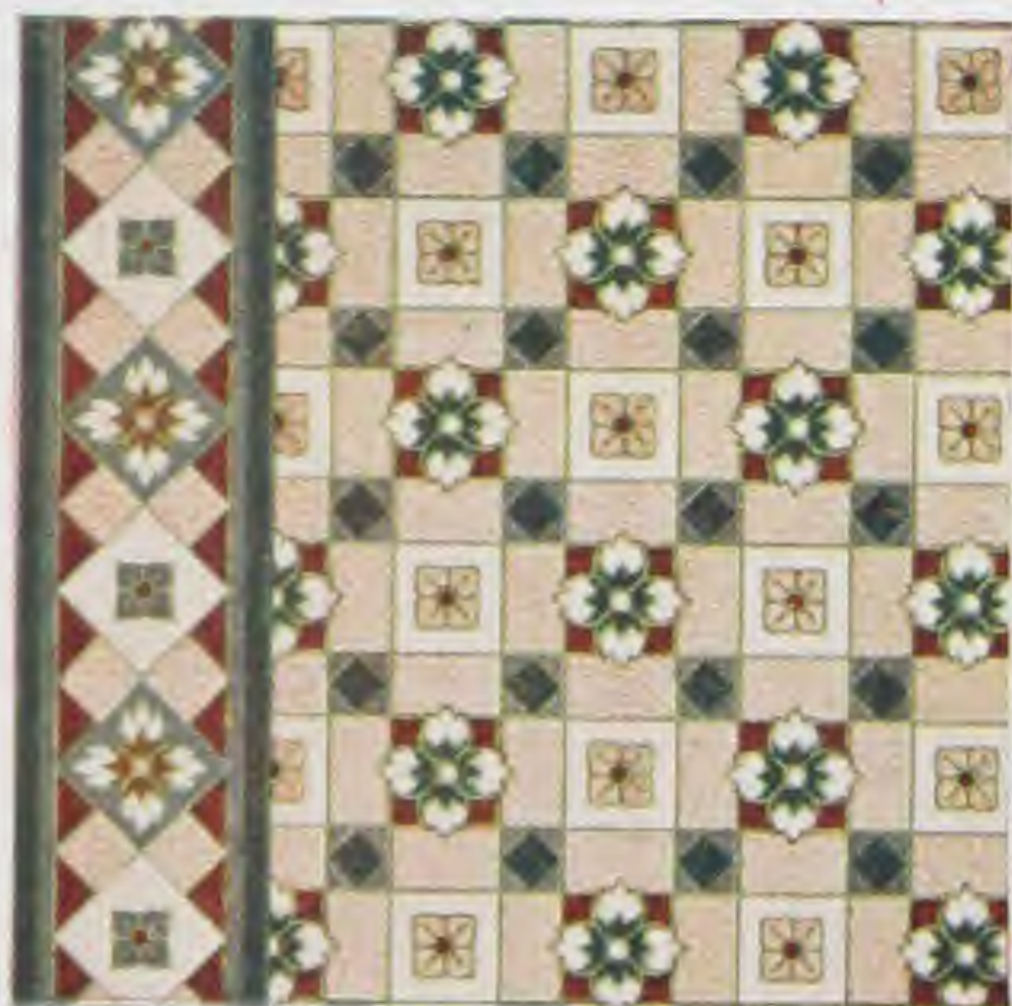
P.B. made in 2/4, 5/8, 3/4 & 4/4; C.B. in 2/4 & 5/8



# DOMINION STAIR OILCLOTH



No. 273—Painted Back      Code word "BENSATO"  
 No. 273—Canvas Back      Code word "BENSAVE"  
 P.B. made in 2/4, 5/8, 3/4 & 4/4; C.B. in 2/4 & 5/8



No. 272—Painted Back only      Code word "BENSARSO"  
 Made in 2/4, 5/8, 3/4 and 4/4



# DOMINION STAIR OILCLOTH



No. 271 Painted Back only Code word "BANSAGO"  
Made in 2/4, 5/8, 3/4 and 4/4



No. 270—Painted Back only Code word "BANSADA"  
Made in 2/4, 5/8, 3/4 and 4/4



# DOMINION STAIR OILCLOTH



No. 269—Painted Back only      Code word "BANSA"  
Made in 2/4, 5/8, 3/4 and 4/4



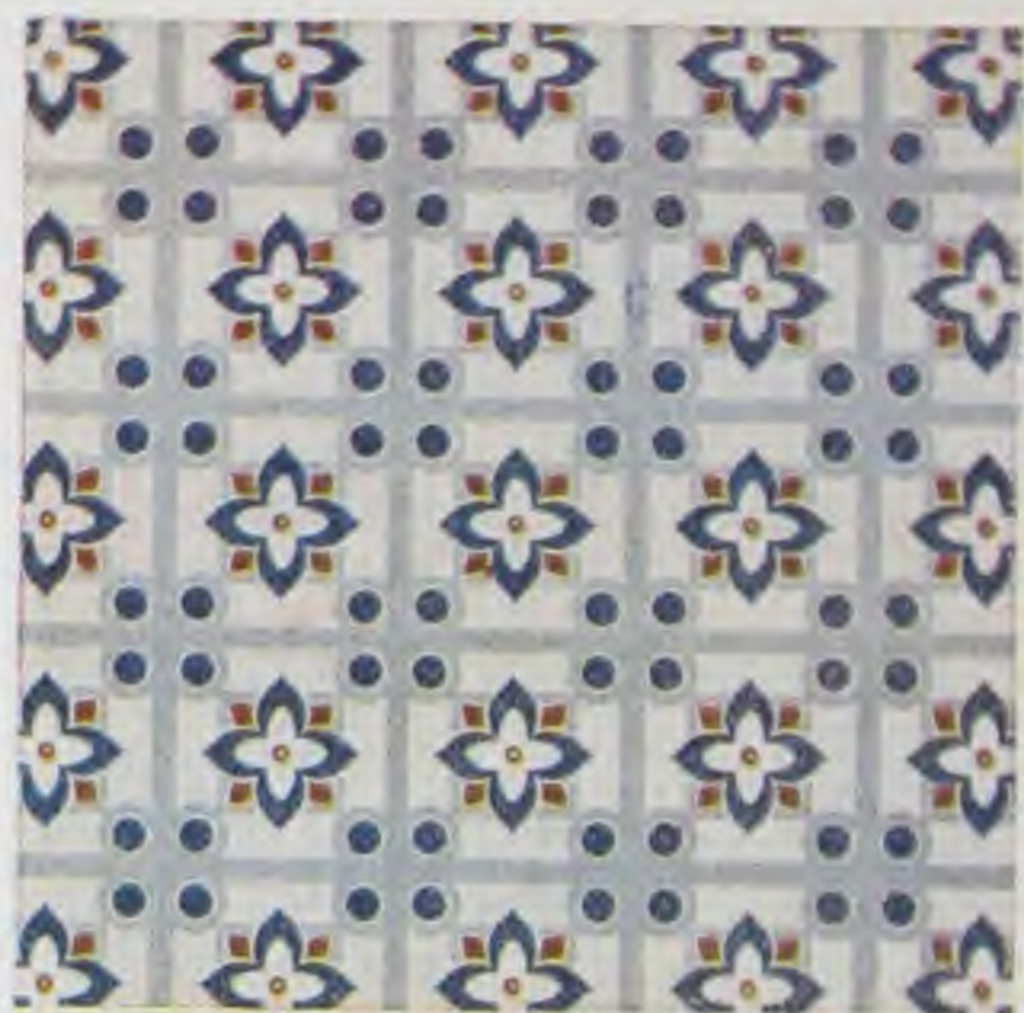
No. 266—Painted Back      Code word "BANGIVE"  
No. 266—Canvas Back      Code word "BANGICAN"  
P.B. made in 2/4, 5/8, 3/4 & 4/4; C.B. in 2/4 & 5/8



## DOMINION FELTOL

### FELTOL

Feltol—made for the economical housewife—is an attractive, durable felt-base floor covering for use on smooth floors where it gives splendid service. Many unusually pleasing designs to choose from—Feltol mats are also ready sellers. You can safely include Feltol in your order. There is no better quality felt-base floor covering made and it is amazingly low in price.



Pattern 076

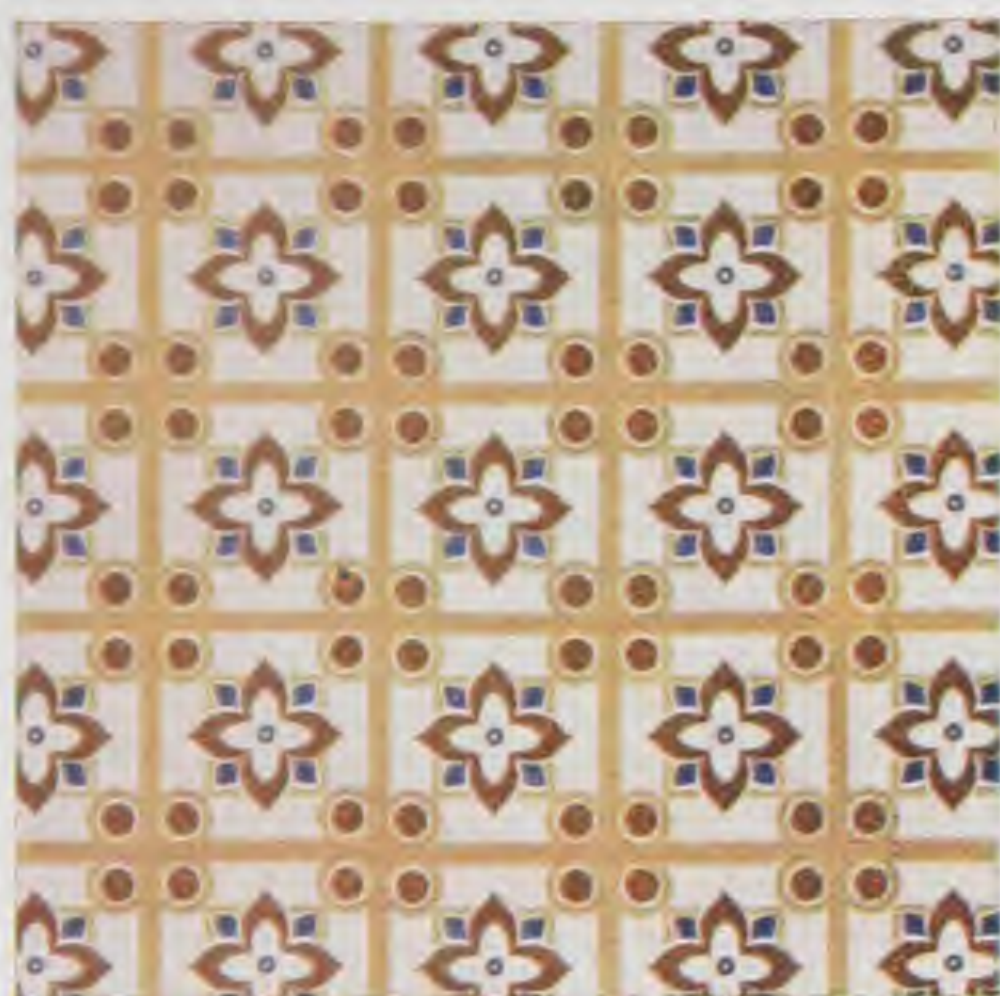
Code word "FLATONE"  
Made in 8/4 only



Pattern 076A



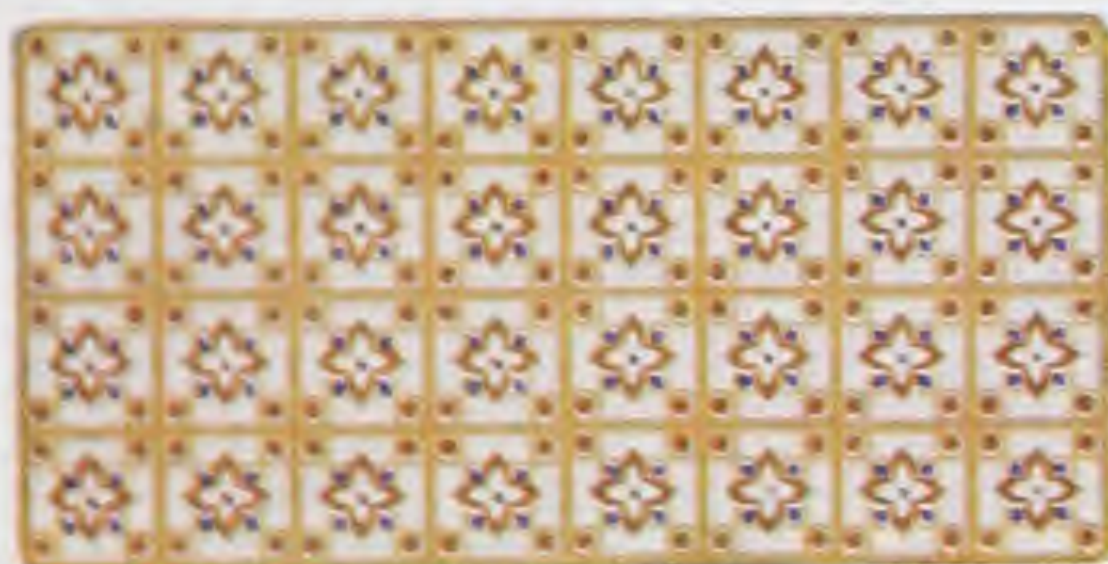
## DOMINION FELTOL



Pattern 075

Code word "FLATAX"

Made in 8/4 only



Pattern 075A

Mats can be cut from the 8/4 goods to any desired size, or supplied by us in the following stock sizes.

### 24 Mats Per Carton

18 x 27 inches  
18 x 36 inches  
27 x 36 inches  
27 x 45 inches  
36 x 36 inches  
36 x 45 inches  
36 x 54 inches

### 6 Mats Per Carton

4½ x 4½ feet  
4½ x 6 feet  
4½ x 7½ feet  
6 x 6 feet  
6 x 7½ feet  
6 x 9 feet



## DOMINION FELTOL



Pattern 074

Code word "FLATORE"

Made in 8/4 only



Pattern 073

Code word "FLATO"

Made in 8/4 only



DOMINION FELTOL



Pattern 072

Code word "FLASPO"

Made in 8/4 only



Pattern 071

Code word "FLASE"

Made in 8/4 only



## DOMINION FELTOL



Pattern 070

Code word "FLARY"

Made in 8/4 only



Pattern 069

Code word "FLARISE"

Made in 8/4 only



## DOMINION FELTOL



Pattern 068

Code word "FLARID"

Made in 8/4 only



Pattern 067

Code word "FLARE"

Made in 8/4 only



## DOMINION FELTOL



**Pattern 066**

**Code word "FLAPPY"**

Made in 8/4 only

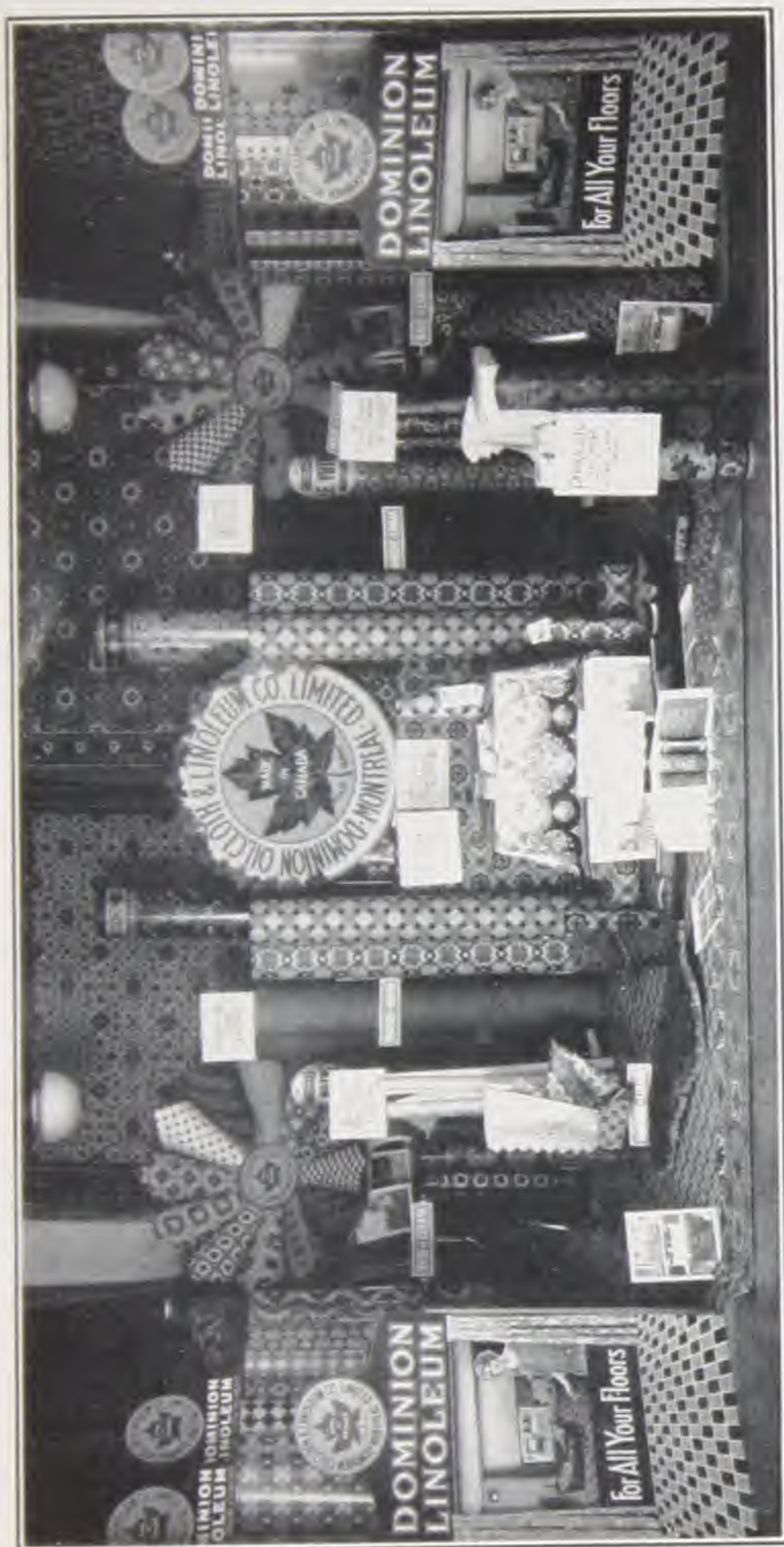


**Pattern 062**

**Code word "FIXUSTA"**

Made in 8/4 only





*The above display shows what attractive windows can be made by the use of our free advertising material. Write for yours to-day and by the constant use of this material you will greatly increase your sales and profits.*



## DOMINION FELTOL



Pattern 060

Code word "FIXATA"

Made in 8/4 only



Pattern 059

Code word "FIXA"

Made in 8/4 only



## DOMINION FELTOL



Pattern 055

Code word "FITTOR"

Made in 8/4 only



Pattern 0101

Code word "FERRET"

Made in 2/4, 3/4, 4/4 and 6/4



## Other DOMINION Profit-Makers



ON the following pages you will find reproductions of several other popular Dominion products that are needed in every home. Easy to stock, easy to sell, small investment, quick turnovers.

**TABLE OILCLOTHS:** Indispensable in the house for tables, shelves and to back-up sinks. Has many other uses such as covering books, boxes and chair seats. Write for a complete pattern book on this profitable staple which includes special shelf oilcloth for pantry shelves.

**FANCY BROCADE COVERS** or table cloths will sell especially well this year. Many new and attractive designs offered. Moderately priced. Ideal for country homes and the summer resort trade.

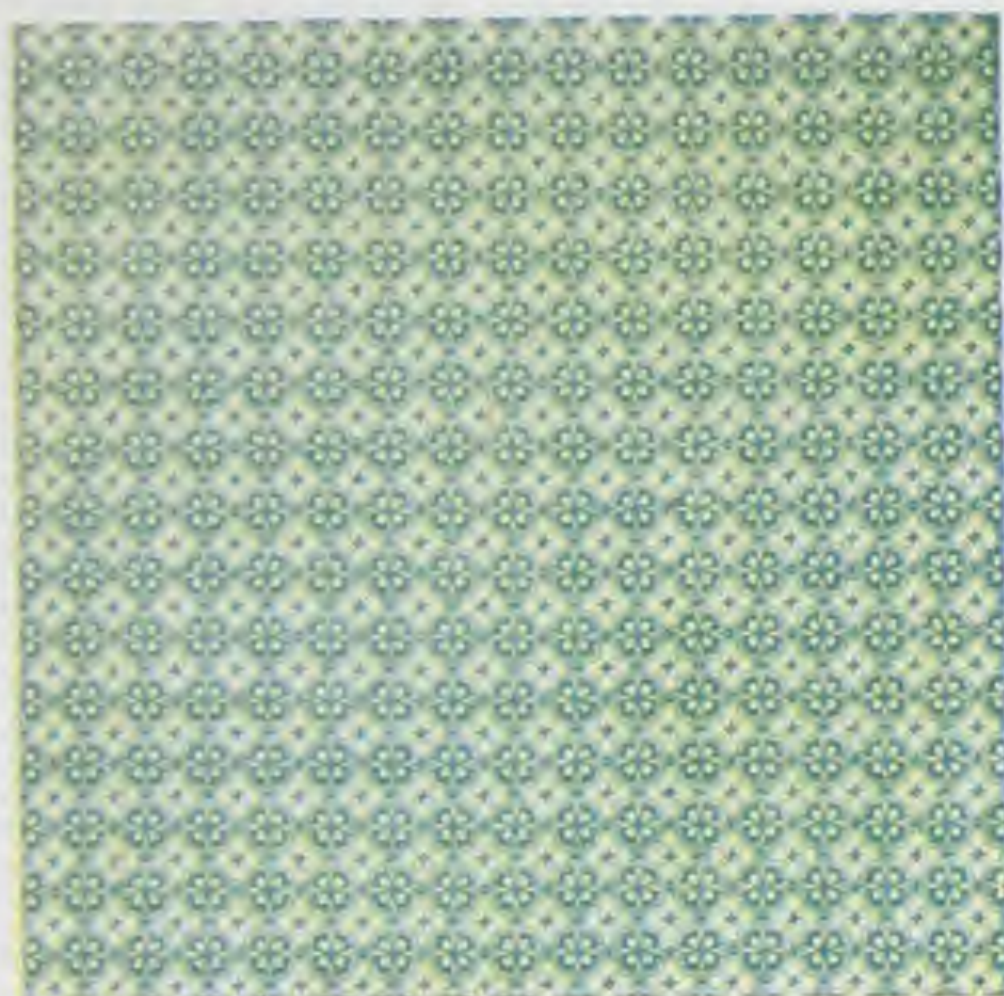
**SPANISH LEATHERETTES** are popular for upholstering purposes and are also used for walls in the same way as Sanitile. We also make enamel cloth in many colors and finishes for upholstering, wagon tops and for trunk and bag manufacturing.

**DOMINION DECORATIVE WALL BURLAP** is used wherever there are walls. Homes, stores, offices, halls, schools, etc., are all prospects. Get them at the time of building or during course of renovation. Easy to apply and easy to paint to any desired shade. Dominion Decorative Wall Burlap offers splendid profits on a small investment.



# DOMINION TABLE OILCLOTH

Fancy Mosaics



**Pattern 534**

Widths  $5/4$  and  $6/4$

12-yd. Rolls



**Pattern 526**

Widths  $5/4$  and  $6/4$

12-yd. Rolls



# DOMINION TABLE OILCLOTH

Fancy Mosaics



**Pattern 523**

Widths  $5/4$  and  $6/4$

12-yd. Rolls



**Pattern 516**

Widths  $5/4$  and  $6/4$

12-yd. Rolls



DOMINION TABLE OILCLOTH  
Fancy Mosaics



**Pattern 512**

Widths 5/4 and 6/4

12-yd. Rolls



**Pattern 975**

Widths 5/4 and 6/4

12-yd. Rolls



# DOMINION TABLE OILCLOTH

Fancy Mosaics



**Pattern 865**

Widths  $5/4$  and  $6/4$

12-yd. Rolls



**Pattern 422**

Widths  $5/4$  and  $6/4$

12-yd. Rolls



## DOMINION TABLE OILCLOTH

Fancy Mosaics



**Pattern 417**

Widths  $5/4$  and  $6/4$

12-yd. Rolls



**Pattern 400**

Widths  $5/4$  and  $6/4$

12-yd. Rolls



## DOMINION TABLE OILCLOTH

### Damasks



**Pattern Dam. 33**

Widths  $5\frac{1}{4}$  and  $6\frac{1}{4}$

12-yd. Rolls

### DOMINION BROCADE COVERS

DOMINION BROCADE COVERS or Luncheon Cloths are now made in many attractive colors, as you will see in the following pages, in both the Dull Finish, the Glazed Finish and the Varnished Finish. This means that even the most exacting customers can be satisfied and you will find that by carrying a large stock of these Covers you will build up a tremendous sale in this popular line.

They are easily cleaned and always look clean and cheerful, thus saving many a laundry bill. After months of wear they will still retain their bright appearance.

Another important point is that they can be obtained rolled individually and suitably wrapped. This will save much tiresome cutting and will enable dealers to carry a large stock and cover the complete range.



## DOMINION BROCADE COVERS



Pattern 2044

Size 6/4 x 6/4



Pattern 2043

Size 6/4 x 6/4



## DOMINION BROCADE COVERS

This design shown on pages 137 and 139 is also obtainable in a blue ground, Pattern 2045, and a straw ground, Pattern 2046, with a varnished finish similar to Dominion Damasks and Fancy Mosaics.

Supplied in 12-yard rolls, eight covers per roll. Also packed in cartons of twelve, rolled individually and suitably wrapped.



## DOMINION BROCADE COVERS



Pattern 2042

Size 6/4 x 6/4



Pattern 2041

Size 6/4 x 6/4



## DOMINION BROCADE COVERS

This design shown on pages 137 and 139 is also obtainable in a blue ground, Pattern 2045, and a straw ground, Pattern 2046, with a varnished finish similar to Dominion Damasks and Fancy Mosaics.

Supplied in 12-yard rolls, eight covers per roll. Also packed in cartons of twelve, rolled individually and suitably wrapped.



## DOMINION BROCADE COVERS



Pattern 2040

Size 6/4 x 6/4



Pattern 2039

Size 6/4 x 6/4



## DOMINION BROCADE COVERS

*This design as shown on pages 141 and 143 is also obtainable in a green ground, Pattern 2047, and a red ground, Pattern 2048, with a varnished finish similar to Dominion Damasks and Fancy Mosaics.*

*Supplied in 12-yard rolls, eight covers per roll. Also packed in cartons of twelve, rolled individually and suitably wrapped.*



## DOMINION BROCADE COVERS



Pattern 2038

Size 6/4 x 6/4



Pattern 2037

Size 6/4 x 6/4



## DOMINION BROCADE COVERS

This design as shown on pages 141 and 143 is also obtainable in a green ground, Pattern 2047, and a red ground, Pattern 2048, with a varnished finish similar to Dominion Damasks and Fancy Mosaics.

Supplied in 12-yard rolls, eight covers per roll. Also packed in cartons of twelve, rolled individually and suitably wrapped.



# DOMINION TABLE OILCLOTH

Damasks



**Pattern 108**

Widths  $5/4$  and  $6/4$

12-yd. Rolls



**Pattern 106**

Widths  $5/4$  and  $6/4$

12-yd. Rolls



DOMINION TABLE OILCLOTH  
Damasks



**Pattern 98**

Widths  $5/4$  and  $6/4$

12-yd. Rolls



**Pattern 60**

Widths  $5/4$  and  $6/4$

12-yd. Rolls



## SANITILE WALL COVERINGS

### SANITILE WALL COVERING

The very thing for bathroom and kitchen walls in a wide range of appropriate block, tile and marble-vein patterns. Looks clean and keeps clean because it's waterproof and may be washed with warm water. Goes on just like wall paper but wears years longer and holds its good looks. Sanitile is a big Spring seller when people are renovating old homes or getting new ones ready for occupation. Go after this business. It's easy to get and pays well.



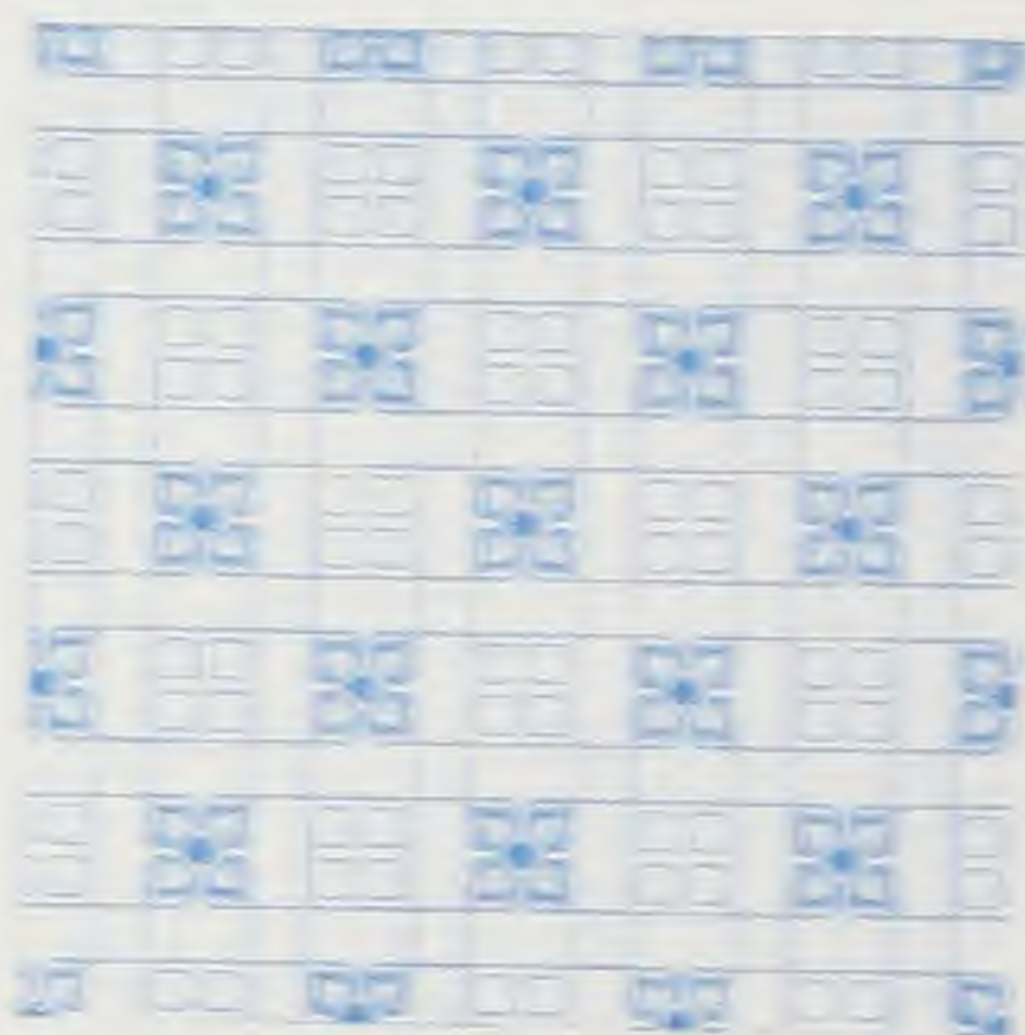
**Pattern 1004**  
Made in 5/4 only



## SANTILE WALL COVERINGS



Pattern 1104  
Made in 5/4 only



Pattern 1117  
Made in 5/4 only



## SANITILE WALL COVERINGS



**Pattern 1096**  
Made in 5/4 only



**Pattern Blue Vein Marble**  
Made in 5/4 and 6/4



## SPANISH LEATHERETTES



**No. 20**

Drill Made in 5/4, 50" and 6/4  
Muslin Made in 5/4 and 50"



**No. 11**

Drill Made in 5/4, 50" and 6/4  
Muslin Made in 5/4 and 50"



## SPANISH LEATHERETTES



**No. 14**

Drill Made in 5/4, 50" and 6/4  
Muslin Made in 5/4 and 50"



**No. 13**

Drill Made in 5/4, 50" and 6/4  
Muslin Made in 5/4 and 50"



## DOMINION WALL BURLAPS



### **Oil Coated Drab**

Rolls 30 yds. and 60 yds.

Made in 30, 36, 45, 54, 60, 72 and 90 inches



### **Oil Coated Green**

Rolls 30 yds. and 60 yds.

Made in 30, 36, 45, 54, 60, 72 and 90 inches

"Double-sized Burlap available in the same sizes. Dyed Burlap — Red, Brown and Green in 36, 54 and 72 inch widths only."





## **DOMINION BATTLESHIP LINOLEUM**

### **The Ideal Dancing Floor**

When the architects of the Fort Garry, Winnipeg's finest hotel undertook to place the finest possible dancing surface on the dining-room floor, they could find nothing better than **DOMINION BATTLESHIP LINOLEUM** laid on top of the original concrete.

When the floor is not used for dancing, thick velvet carpet is laid over it. When evening comes, off goes the carpet, the music strikes up, and the silver slippers of Winnipeg's fairest daughters glide over this exquisite surface of polished linoleum.

**DOMINION BATTLESHIP LINOLEUM** is also used as the dancing surface in the Grill Room of the Mount Royal, Montreal's largest and finest hotel.



## GENERAL INFORMATION

Do not unroll linoleum, (Battleship, Inlaid or Printed) before it has been at least 48 hours in a warm temperature of not less than 70 degrees Fahrenheit, in other words, permit it to warm thoroughly. This also applies to Floor Oilcloth and Feltol.

Do not permit these products to fall to the floor. A heavy fall, particularly if the goods are cold, will frequently crack these materials. Though letting rolls of linoleum drop from an upright position to the floor is much easier for the person handling the goods, it should be **STRICTLY PROHIBITED**.

Do not stand linoleum near leaky steam radiators or pipes nor in damp, moldy cellars. It should always be kept in a clean, dry and warm place.

Two yard linoleum should be kept in an upright position till thoroughly warm, but linoleum 4 yards wide must of necessity be kept lying flat, care being taken not to pile heavy merchandise upon the roll.

Always advise your customers how to lay these goods properly. We will gladly supply you with fully illustrated instructions, free of charge.

### CLAIMS FOR DAMAGES

Our goods are all carefully inspected before shipment and if they are damaged in transit through rough handling, etc., mention the fact on the Transportation Company's releasing papers over your signature and file claim against them, as in such cases we are in no way responsible.

### SUBSTITUTING

When ordering, we would suggest that you give a second choice or authorize us to substitute nearest pattern, thereby avoiding possibility of delay in filling your order.

### FACE IN OR FACE OUT

8/4 Linoleums, Inlaid Linoleum, Floor Oilcloths, Feltol and Rugs are supplied "FACE OUT", 12/4 and 16/4 Linoleums "FACE IN".

### SPECIAL LINES TO ORDER

Special colors of plain linoleum may be had if quantities desired are not less than 1,000 square yards.

Special finishes and colors of Enamelled Oilcloth will be made to order if quantities in excess of 300 yards are ordered.



## HOW TO MEASURE LINOLEUM IN THE ROLL

To find the length of these goods, take the circumference of the roll, in inches, inside and outside. Then add these two, divide your result by two, multiply by the number of laps in the piece and this will give approximate length in inches.

## TABLE OILCLOTH—SANITILE

Always stand on end; keep in warm temperature away from stoves and radiators.

Never wash with strong soaps or powders.

Never unroll when cold; never fold.

Expose white oilcloth to sunlight if it becomes yellow and it will soon become white again.

Store in dry place; damp cellars cause trouble.



Here we have illustrated our famous cutout for use in windows. It is one of the most elaborate display pieces that has ever been produced in Canada, standing 5' 8" high. It opens out into three rooms and with an electric light concealed in the back the effect is such that it cannot help but attract attention. Why not write for one?



# GRADES, WIDTHS, LENGTHS and WEIGHTS

## DOMINION BATTLESHIP LINOLEUM

Color	Grade	Thickness	Width	Lgth.	Av. Ship Weight in Lbs.
The following colours are approximately the same weight: Brown — Green — Terra Cotta — Black — Blue	AAA	6.00 m.m.	8/4	25	600
	AA	4.50 m.m.	8/4	25	430
	A	3.60 m.m.	8/4	30	410
	A	3.60 m.m.	16/4	25	670
	B	3.00 m.m.	8/4	30	330
	D	2.05 m.m.	8/4	30	250
	D	2.05 m.m.	16/4	25	400

Grey, White and Buff approximately 15% heavier.

## DOMINION INLAID—JASPE—GRANITE LINOLEUM

Inlaid	3rd	2.05 m.m.	8/4	30	310
Granite	3rd	2.05 m.m.	8/4	30	310
Jaspé	1st	3.30 m.m.	8/4	30	490
Jaspé	3rd	2.05 m.m.	8/4	30	310

## CORK CARPET

Brown & Green	A	$\frac{3}{8}$ in.	8/4	25	420
Brown & Green	B	$\frac{3}{16}$ in.	8/4	30	390

## PRINTED LINOLEUM, OILCLOTH AND FELTOL

Printed Linoleum	D	2.05 m.m.	8/4	30	225
	D	2.05 m.m.	16/4	25	410
	E	1.70 m.m.	8/4	30	190
	E	1.70 m.m.	12/4	30	280
	E	1.70 m.m.	16/4	25	370
Printed Floor Oilcloth			4/4	30	85
			5/4	30	105
			6/4	30	125
			8/4	30	170
			10/4	30	220
Printed Feltol			8/4	30	180

## PASSAGE LINOLEUM AND STAIR OILCLOTH

Passage Linoleum	E	1.70 m.m.	2/4	30	50
	E	1.70 m.m.	5/8	30	55
	E	1.70 m.m.	3/4	30	65
	E	1.70 m.m.	4/4	30	90
	E	1.70 m.m.	5/4	30	120
	E	1.70 m.m.	6/4	30	170
Stair Oilcloth	P.B.		2/4	30	45
	P.B.		5/8	30	55
	P.B.		3/4	30	70
	P.B.		4/4	30	80
	C.B.		2/4	30	30
	C.B.		5/8	30	40



# DOMINION RUGS

LINOLEUM		OILCLOTH	
Size	Weight in Lbs.	Size	Weight in Lbs.
6 x 9	25	3 x 3 (Roll of six)	17
7 $\frac{1}{2}$ x 9	30	3 x 4 $\frac{1}{2}$	4
9 x 9	40	4 $\frac{1}{2}$ x 4 $\frac{1}{2}$	8
9 x 10 $\frac{1}{2}$	45	4 $\frac{1}{2}$ x 6	9
9 x 12	50	4 $\frac{1}{2}$ x 7 $\frac{1}{2}$	12
9 x 13 $\frac{1}{2}$	57	6 x 6	14
9 x 15	64	6 x 7 $\frac{1}{2}$	16
10 $\frac{1}{2}$ x 12	66	6 x 9	20
12 x 12	70	7 $\frac{1}{2}$ x 7 $\frac{1}{2}$	21
12 x 13 $\frac{1}{2}$	95	7 $\frac{1}{2}$ x 9	25
12 x 15	100	7 $\frac{1}{2}$ x 10 $\frac{1}{2}$	30

## TABLE and ENAMELLED OILCLOTH, SANITILE and DAMASKS

Width	Description	Contents of Case and average weight in lbs.			
		25 pcs.	30 pcs.	35 pcs.	40 pcs.
5/4	Mosaics	290	345	400	455
6/4	Mosaics	350	415	480	545
5/4	Damasks	315	375	450	525
6/4	Damasks	400	475	550	
5/4	Marbles	340	435	530	
6/4	Marbles	450	540		
48"	Sanitile	365	465	550	
48"	Enamelled Muslin	315	375	435	505
50"		345	410	475	530
6/4		375	465	515	
		16 pcs.	20 pcs.	25 pcs.	
5/4	Enamelled Drill	295	345	435	
50"		315	385	470	
6/4		350	420	515	
		12 pcs.	16 pcs.	20 pcs.	
5/4	Enamelled Duck	240	315	385	
50"		270	350	430	
6/4		305	390	480	



# HOW TO LAY DOMINION BATTLESHIP LINOLEUM AND DOMINION CORK CARPET

Whether of concrete or wood, floors must be perfectly dry. They must be absolutely clean, and this implies freedom from grit and dust. If uneven, plane wood floors and remove projecting knots. Fill in the cracks, remove quarter round and replace it later. The felt paper method of laying is recommended for Dominion Battleship Linoleum and Dominion Cork Carpet over wood floors, but it is not necessary for installations over concrete.

Concrete floors should be made smooth with top coat of cement. Fill in all expansion cracks, over which the goods are to be laid. In basements it is essential that floors be first waterproofed. Any moisture here would eventually rot the linoleum or Cork Carpet if waterproofing were overlooked. Be sure to select a waterproofing of approved quality.

In buildings under construction, the linoleum should be protected by covering it with a heavy building paper or similar material.

Dominion Battleship Linoleum or Cork Carpet must never be applied over concrete that is newly finished.

In every case where there is any doubt as to moisture existing and to be perfectly sure red litmus paper may be placed in different parts of the room, preferably in the corners and this covered with small pieces of linoleum. If the colour remains unchanged for four or five days, proceed with the work; if it turns blue there is still too much moisture, and the same must be removed or work deferred.

Concrete must be smooth or the irregularities will tend to show through the Linoleum.

## MEASURING AND CUTTING

With tape, take accurate measurements of the surface to be covered, deciding the manner of laying what best suits the covering used. This may prevent wastage of material. Checking of this may be done, as each roll is marked to indicate number of square yards. Time spent in this way will sometimes enable one to use small pieces, while decision beforehand as to which way strips are best laid will reduce the number of seams.

Following this, unroll the goods, being careful to ascertain which wall is straight and work from this to the other side or end. Cut the first length to fit neatly around radiators, pipes, etc., having removed moulding. Now (and this is important) lap the next strip over the top of the first one-half to three-quarters of an inch. Continue in like manner right across the room, leaving the last strip until later.

## APPLYING THE CEMENT

The best method of laying is to apply the cement under Battleship Linoleum—or Cork Carpet to within about six inches of the edges this width to be cemented last. Having first rolled goods up half way, cement that portion of the floor and re-lay. Then do likewise with the other half. On a long strip it is sometimes better to fold the goods the narrow way when cementing. This is more likely to prevent extreme stretching of the goods, as cement sometimes draws or pulls. A thin coat is better than a heavy one for cement will, when thickly applied, tend to form gas bubbles and a consequent bulging of the goods.



## ROLLING AND WEIGHTING

(198) The subject has become "TAKA" (yellows the spots) and with a slight smile and coughed. In saying this while, the operator went on very much as if the person with her had been through some or other. Then again, the next time, saying "would it have all the same, please" (line 10, 11). Then, the next time in position with the three (eventually three). I should not forget the next day.

## Abstract

Having allowed the work to set, my four or five fingers, from the point of sitting through the two thicknesses of cushions with the downy stuff and straight edge already provided, is rather slack. By sitting on the sea, the edges will be exactly. The lower strip, however, may be cut by using the straight edge as guide. The advantage of using the method of sitting clear through both pieces is that of having supporting space, for the counter-edge was a risk to both the back and feet. It will have somewhat more sitting.

## WHAT TO DO IN CASE OF BUCKLING

Continuous buckling will occur after Hatching: Laminates in Class 1 cannot be used! This is due to a weak of the second layer, consequently, buckling will not following sufficient repair expansion. In correcting this, all the laminates in this class must be thoroughly scraped off the old concrete surface, re-treated and re-lay the good and weight down. If existing expansion is caused by the formation of new cracks, it is possible to remove a concrete layer by laying a hole in the concrete with a very small hole. New concrete can then be poured into the opening with a grout gun.

HOW TO CARE FOR DOMINION  
BATTLESHIP LINOLEUM AND  
CORK CARPET

## CHADW. NEWBERRY WASHINGTON

HAIRYWOOD, I conclude, is a book that does more for love than anything I have ever read. It is, in my opinion, the best love story ever written, and possibly of fiction. I have never known love to appear so easy, so close, so good, so full of pleasure, as this would. The love described seems to be the perfect reality of the ideal.

## ANTHONY T. TROIANO, SEIAPM

## HEAVY FURNITURE ON LINCOLN

The second thing the authors should either discuss or put in the appendix is actually stating the purposes of their 1981 experiment with data on social change which they or the "writing" committee. Three claims are shown in reading a writing team and they think should be shown in other papers and consequently in the other sections. They can be obtained from their available resources and are also available.



# SUGGESTIONS FOR LAYING DOMINION PRINTED AND INLAID LINOLEUMS

It is very important that linoleum be properly laid, which is an easy task if simple directions are carefully followed.

FIRST—Make sure the linoleum is thoroughly warmed before unrolling.

SECOND—When laying linoleum, it is advisable, in order to let the cut lengths adapt themselves to the floor, to cut it slightly over full size. If convenient, these cut lengths should then be left lying loose on the floor for ten days to two weeks.

THIRD—If the linoleum is not going to be cemented to the floor, it is advisable after the goods have been allowed to find their level as stated in the above paragraph, to cut the piece a trifle shorter than the required length—about one-eighth to one-quarter inch to allow for expansion.

If the goods are to be fastened, naturally they should be cut the exact size.

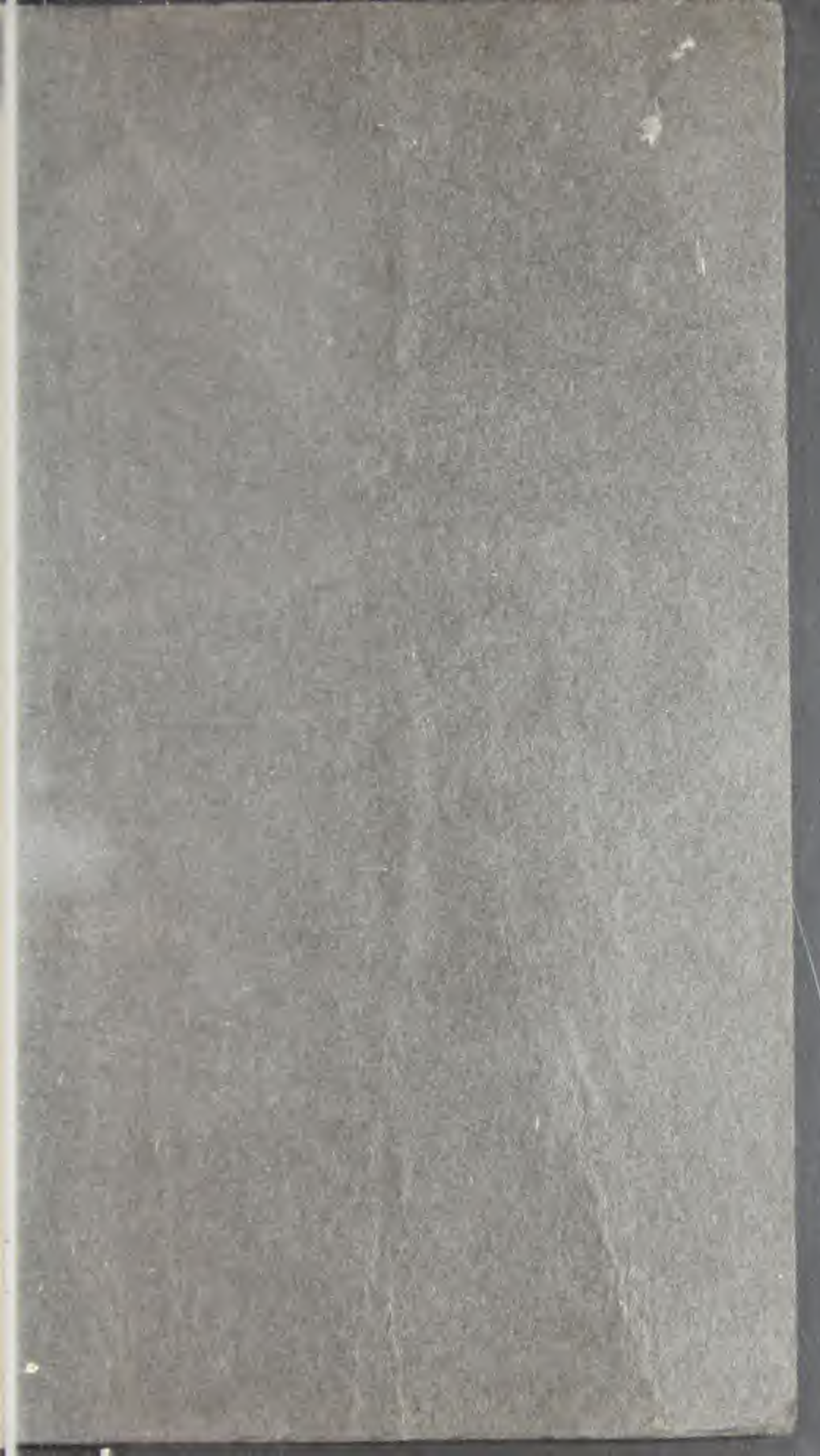
Special care should be taken to see that the floor is free of dampness and that it is planed perfectly level with all holes and wide cracks properly filled.

The best method of laying linoleum when it is to be a permanent floor is to fasten it to the floor with an approved waterproof linoleum cement or adhesive (both of which we carry in stock). This cement should be applied with an ordinary paint brush, trowel, piece of wood or linoleum used as a spreader. The linoleum should then be rolled down thoroughly with a light cast-iron roller, being careful to roll from the centre to the edges which will force out any air that may have collected, thereby preventing bubbles or blisters. In cases where the linoleum is to be installed temporarily, the seams only may be cemented with good effect. In all cases, when cementing linoleum, it should be carefully weighted down after rolling, preferably with sand-bags which distribute their weight evenly.

Never use carpet tacks, but use No. 18 gauge wire nails, preferably without heads, but with small heads, if necessary.











DOMINION  
LINOLEUM  
FLOOR OILCLOTH  
FELTOL  
TABLE OILCLOTH

1926



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